

MAY 21 1928

MOTOR AGE

A Chilton Class Journal Publication
Published Weekly May 17, 1928

AS A PROFIT MAKER FOR DEALERS
THE STUTZ HAS SOME REMARKABLE
STORIES OF SUCCESS. WHEN THE
RIGHT MAN AND THE RIGHT CAR GET
TOGETHER, SALES INEVITABLY MOVE.
STUTZ IS TRAVELING THIS YEAR AS
IT HAS NEVER TRAVELED BEFORE.

THE
SPLENDID
STUTZ



STUTZ MOTOR CAR COMPANY OF AMERICA, INC., INDIANAPOLIS, IND

U.S. SHOP and SERVICE EQUIPMENT

ADEQUATE equipment is the first essential to the profitable operation of a garage, service station, auto paint shop or wash rack. This is well recognized by American motor car manufacturers.

A dozen of the leading automobile builders have endorsed U. S. Equipment in official shop manuals issued to aid dealers in operating their service departments profitably. This endorsement was based on the performance of U. S. Shop and Service Equipment in competitive tests as well as recognition of the experience and standing of the United States Air Compressor Co.

The U. S. name on any equipment stands for perfection of design backed by fifteen years of engineering experience exclusively in the manufacture of automotive air compressors.

U. S. Air Compressors, Paint Spray Units, Hydraulic Car Washers and High Pressure

Greasers are designed primarily for service in the automotive industry. U. S. Equipment has numerous exclusive features which make it economical and efficient in operation.

Engineers of The United States Air Compressor Company are constantly studying the highly specialized needs of garages and service stations in order that U. S. Equipment may keep pace with progress in the industry.

A series of special bulletins explaining the exclusive advantages of U. S. Equipment have recently been issued. Knowledge of the existence of such labor-saving, time-saving, money-making equipment may mean increased profits in your business.

The equipments illustrated below are representative of the U. S. Line. If more complete information is desired on any unit, please check in the proper space, tear off and mail to us. Your name and address can be written in the margin.

CHECK ITEMS ON WHICH SPECIAL INFORMATION IS DESIRED



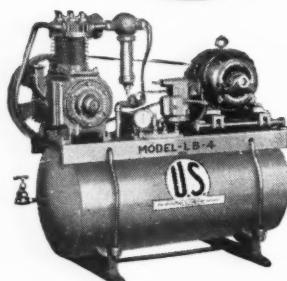
Small Air Compressors

Model SA-14 was designed to meet the limited tire inflation requirements of the small garage or country filling station. Operates from light socket current.



U. S. Spring Sprayer and Engine Cleaner

Trigger-controlled, pistol-grip gun with quart cup attached. Operator may direct spray to the right spot without wasting expensive material.

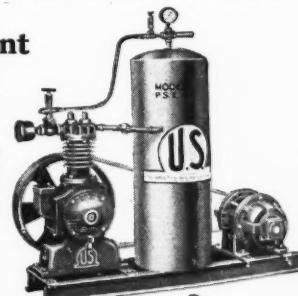


Super-Service Compressors

Model LB-4 is a heavy duty, two-stage compressor with sufficient capacity for several high pressure air lines, and numerous air appliances in the busy garage.

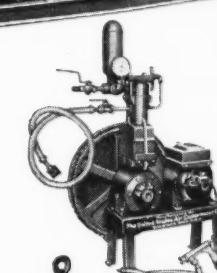
Paint Spray Equipment

Model PSE-11 is a special low-pressure paint spray unit for the continuous operation of one paint gun. It is the smallest unit recommended for efficient painting.



High Pressure Car Washers

Model AW-Jr., is the smallest of the U. S. High Pressure Car Washers. Other models in one, two and four-gun sizes, all with exclusive U. S. features.



U. S. Electro Hy-Press Greaser

A speedy, portable, self-contained, completely automatic unit for the high pressure greasing of pleasure cars, trucks or buses. Operates from any light socket.



THE UNITED STATES AIR COMPRESSOR CO.
Office and Factory: 5304 Harvard Ave., Cleveland, O.

Pacific Coast Office: 7 Front Street, San Francisco, Cal.
Export Department: 30 Water St., New York City
Cable Address: WIDBLOCO, All Codes

Important Announcement of interest to dealers everywhere



"OVERALL" comes in 38-42 and 46 Inch widths. Fits all makes of cars from largest to smallest. Made of long wearing, flexible imported straw. Entire reverse side reinforced with durable cloth. List price...\$3.50

We have established our own selling organization with headquarters in Chicago

A tremendous increase in volume of business from all over the country has compelled us to greatly enlarge our production facilities . . . and the ever-increasing demand for EVR-KLEAN SEAT PADS has made it necessary for us now to take over the distribution. EVR-KLEAN PADS are made under six very strong patents and any matting pad offered from other sources is likely to be an infringement of these basic patents. We are prepared to make immediate shipment. This is a real money making line. EVR-KLEAN SEAT PADS are now considered a necessity to summer driving—men and women alike demand them. The field is wide open. No cars are factory equipped with seat pads—and 20,000,000 cars on the road afford you a wonderful sales outlet.

THE BIG SUMMER SELLING SEASON IS AT HAND—
ORDER TODAY FROM YOUR JOBBER—OR WRITE US DIRECT



"HANDY" \$1.00

Full Size—Straw Both Sides—Reverse side not lined and therefore can be used on both sides. A well made pad that will give excellent service.

Plenty of
Dealer
Helps That
Insure
Sales—and
Big Profits
for You!

Folders and Display Cards,
for counters and windows,
now available.

WRITE TODAY FOR OUR COMPLETE
CATALOG AND PRICES

"DE LUXE"
\$2.00

Made of long-wearing
flexible imported straw.
Entire reverse side lined
with durable cloth presenting
a smooth surface to upholstery.

"STANDARD"

Same as DeLuxe shown
herewith except reinforced
with durable cloth instead
of fully lined. List price
\$1.50.



EVR-KLEAN SEAT PAD COMPANY
115 SOUTH DEARBORN ST., CHICAGO, ILLINOIS

Has Your Spring Business *proved as great as you hoped?*



OAKLAND'S HAS

The big spring selling season is in full swing. A good share of it has passed. Has your business proved as great as you hoped it would be? Oakland's has—and even greater!

At the beginning of 1928, Oakland set a definite minimum for sales which required a 40 per cent increase over its enviable record for 1927. During the first quarter of this year Oakland's figures were 110 per cent above the corresponding figures for last year. Second quarter prospects are equally spectacular.

No need to tell you what this means to Oakland-Pontiac dealers. No need to tell you that the entire dealer organization is more enthusiastic and more prosperous than it has ever been before.

Only this point needs recounting. Openings remain for a few good dealers capable of handling the Oakland-Pontiac Double-Profit Franchise in various parts of the United States. If you are interested in learning more about this opportunity, write for complete information to Dept. A today!

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICHIGAN

OAKLAND-PONTIAC *Double-Profit* Franchise

MOTOR AGE

Vol. LIII

Reg U. S. Pat. Off.
Established 1899

No. 20

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CONTENTS

News of the Industry and Trade	9
What Will They Do at Indianapolis This Year?	11
What's Coming in Motordom	12
Tunes From the House Organs, By George T. Hook	13
Jest—A Bit Cynical, By Sherman Swift	15
Dibble-Gabble, By Lewis C. Dibble	17
Gas, Oil and Hot Dogs—Drive In	18
John Cleary Says—	18
Relics of the Past	19
A Factory Executive Discusses Used Cars, By Lewis C. Dibble	20
What Service Does the Car-Owning Public Want? By Roy Alden	22
A MOTOR AGE Impression of Joseph E. Fields, By Pete Keenan	25
Cashing in on a No-Credit Policy, By George L. Irvin	26
Cleaning Up With a Car Laundry in a Small Town	29
Hey! How About Some Service? By Pete Keenan	30
It's Dig! Dig! Dig! Among the Miners, By Luke Hayes	32
Accessories	35
Useful Shop Equipment	37
Readers' Clearing House, Answers by C. Edward Packer	39
Answers to Legal Queries	41
Purrs and Pings	42
Prices and Weights of Current Passenger Car Models	43
Mechanical Specifications of Current Passenger Car Models	46
Advertisers' Index	67

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PROTEXALL
ONE PIECE SUITS

Protexalls help you win satisfied customers. Their neat appearance, and your name across the back of each suit, is your personal advertisement of "Good Service."

Protexalls wear like iron—they'll stand months and months of the hardest wear you can give them.

"Ask your Jobber Salesman"

The Protexall Company

100 N. Main St.
ABINGDON, ILLINOIS



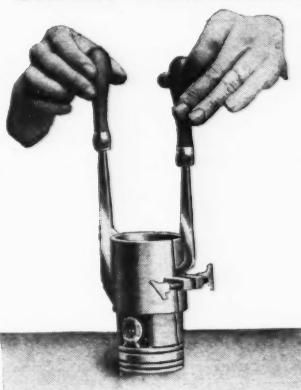
Put this Display Card On Your Counter!

Then watch them move. Quick sales that mean quick profits. Small investment with practically no sales effort. They are 35c a pair. Red for rear plates — green for front. Twelve pairs on display card. Start profit your way NOW. Liberal discount. Write for sample.

Protex-A-Motor Mfg. Co. Pittston, Pa.

PROTEX-A-CAR
LICENSE FASTENERS

SHARP PERFECT PISTON RESIZER



WHAT IT DOES—

Oversizes or undersizes any Lynite, permite, aluminum or Bohnalite piston, without distortion. Stops oil pumping, piston slap and compression leak. Resizes set of pistons quicker than new ones can be fitted. Less than 30 minutes required. Preserves round shape of piston and smooth oil finish. No waiting for new pistons. Pays for itself on first job.

ESSEX SIZE \$ 8.00
 CHEVROLET 9.75
 NEW FORD 10.00

Delivered

Satisfaction Guaranteed.

30 Day Trial

SHARP AUTOMOTIVE
SPECIALTIES CORP.
3014 East 31st
Kansas City, Mo.

Prest-O-Lite

STORAGE BATTERIES

*Built and Tested
at the Speedway*



During the first three months of this year, 2000 additional service stations and dealers have come over to Prest-O-Lite—a sure indication of what the trade thinks of Prest-O-Lite money-making possibilities.

PREST-O-LITE STORAGE BATTERY
SALES CORPORATION
Indianapolis, Ind. • Oakland, Calif.
Toronto, Canada

4 GREAT CARS IN 4 PRICE FIELDS



If a prospect in your territory can afford a car at all, he can afford a Studebaker-built CHAMPION!

With America's Friendliest Factory backing and supporting you at every point, you can offer in the

\$795 to \$965 Price Class

Studebaker's ERSKINE SIX, which recently traveled 1,000 miles in less than 1,000 consecutive minutes thereby setting 10 new records for stock cars under \$1,000. These records were timed and supervised by the American Automobile Association, which certified the two Erskine Six Club Sedans as strictly stock cars.

In the \$1195 to \$1395 Price Class

The Studebaker DICTATOR, holder of speed and endurance records unequaled by any other stock car selling under \$1,400—established under A.A.A. supervision when a stock model Dictator traveled 5,000 miles in less than 4,800 consecutive minutes.

New Contract for Towns and Villages

For small communities Studebaker offers an unusually profitable contract. Hardly any capital is necessary. No shop need be operated. No used cars need be handled. No commitments need be made to purchase any particular number of cars. You may confine your selling effort to the opening wedge of the line — The Erskine Six at \$795 f. o. b. factory. Maintaining an Erskine demonstrator entitles you to sell all other Studebaker models—not only Commander, Dictator and President Straight Eight, but a profitable and popular line of commercial cars as well. Mail the coupon TODAY, or write direct to Dept. 51 for information.

In the \$1435 to \$1625 Price Class

The Studebaker COMMANDER, which by traveling 25,000 miles in less than 23,000 minutes (under official A. A. A. supervision) established unequalled speed and endurance records for fully equipped stock cars regardless of power or price. Nothing else has ever traveled so far so fast, on earth, sea or in the air.

In the \$1985 to \$2485 Price Class

The new Studebaker President Straight Eight, closed car record-holder for all distances from 5 to 2,000 miles, and for all periods from 1 to 24 hours—official A. A. A. records established when a fully equipped stock Studebaker President sedan traveled 2,000 miles at an average speed of 72.525 miles per hour!

A CHAMPION to offer every prospect—a champion not alone in speed and endurance, but in endurance, and in beauty and value per dollar as well! Is it any wonder Studebaker dealers prosper?

THE STUDEBAKER CORPORATION OF AMERICA
Dept. 51, SOUTH BEND, INDIANA

Please send me full information on the Studebaker-Erskine franchise.

Name

Street Address

City and State

My present business (if selling cars now, state make)



AT Pine Bluff, Arkansas, is an important member of the great Nash manufacturing structure, the Seaman-Dunning Corporation. This plant, located in the heart of the lumber region, is devoted exclusively to processing wood parts from raw timber, for Nash enclosed bodies. Here the choicest timber is selected, kiln-dried, machined, then shipped, in the form of *finished wood parts*, to the Nash body plants in Milwaukee. All of which is typical of the thoroughness, the efficiency, and the economy of Nash manufacturing practice. The Pine Bluff plant enables Nash to offer GREATER value at a lower cost.

THE NASH MOTORS COMPANY

General Offices: KENOSHA, WIS.

Plants at:

KENOSHA, WIS. MILWAUKEE, WIS.
RACINE, WIS. PINE BLUFF, ARK.



(8219)

*"The Question of Price
is gradually losing ground to the
Question of Quality"**

61% of those car makers who build their own rear axles now use *ball bearing pinions*. And it is especially significant that the models which they consider the best cars in their line—for which the higher prices are paid—are the cars which carry the ball bearing pinions.

The better bearing is
the ball bearing—
New Departure
builds it.



New Departure
Quality
Ball Bearings

IT can't
be the *initial* cost of
Budd Duals that
makes the owners of
125,000 buses and
trucks insist on them
for every new job—
because there are
cheaper duals.

«It must be the cost of using them!»

BUDD DUALS

Can't
wobble—



Can't
shimmy—



And
they stop
side-sway!



BUDD WHEEL COMPANY
Detroit



MOTOR AGE

VOLUME LIII

Philadelphia, May 17, 1928

NUMBER 20

G.M. Subsidiary Earnings Better

First Quarter Shows Gain of
17 Millions Over Last
Year

\$3.86 PER SHARE

NEW YORK, May 11—General Motors Corp., reports earnings from subsidiary operations for the first quarter of 1928 as \$69,468,576 as compared with \$52,551,408 for the corresponding period a year ago. After preferred and debenture dividends the balance, \$67,117,657, is available for common stock. This is equivalent to \$3.86 per share and compares with \$2.90 a share a year ago.

In commenting on the position of the company, Alfred P. Sloan, Jr., says: "For the three months ended March 31 General Motor sales to dealers totaled 492,234 cars, compared with 385,703 cars in the corresponding period of 1927—an increase of 27.6 per cent."

Ford Insurance Placed

DETROIT, May 14—Contract for insurance in connection with time payment sales of Ford cars has been placed by Universal Credit Corp. with Home Insurance Co. of New York.

Dodge With Safe-T-Stat

BROOKLYN, May 15—Frederick N. Dodge, who recently resigned from the J. C. Haartz Co., New Haven, has been made general sales manager of the Safe-T-Stat Co.

N. J. Ford Output Gains

NEW YORK, May 14—The Kearney, N. J., plant of the Ford Motor Co. is now producing cars at the rate of 250 a day, according to Gaston Plantiff, manager of the New York branch of the Ford company.

G. F. Green Regional Head

INDIANAPOLIS, May 14—Marmon Motor Car Co. has established a regional sales division for the entire Dominion of Canada with George F. Green as regional manager.

Glade Mfg. Co Moves

CHICAGO, May 12—The Glade Mfg. Co. has moved from 209 S. State St. to 1603 S. Michigan Ave., where facilities for enlarged production are available.

Race Within a Race

INDIANAPOLIS, IND., May 14—There will be a race within a race at the sixteenth International 500-mile race. A committee headed for the third consecutive time by G. M. Williams, president of the Marmon Motor Car Co., is raising an added purse of \$20,000.

A special prize of \$100 for the leader in each of the 200 laps is the plan, with firms of the automotive industry, and other citizens throughout the country donating the money.

Dave Lewis, Race Driver, Found Dead After Fire

LOS ANGELES, May 15—Dave Lewis, one of the most daring of the better known drivers, was found dead of a bullet wound here today, following a small brush fire on his mountain cabin site. He was to have driven in the Indianapolis race.

Relatives believe that robbers killed him and then started the fire to cover up the crime, as he was not known to own a pistol, but sheriff's deputies are of the opinion that he got excited and killed himself.

He was best known to the racing world as the father of the front drive.

U.S.L.—Auto-Lite Merger

TOLEDO, May 12—Preliminary steps to the merger of the U.S.L. Battery Corp., of Niagara Falls, N. Y., with the Electric Auto-Lite Co., of this city, have been completed and approval of the plan is assured by stockholders of both companies.

Gas Tax for Bay State

BOSTON, May 12—Gov. Alvan T. Fuller last night signed the gasoline tax bill passed by the legislature, thereby leaving only one state, New York, without a gas tax. The bill provides for a tax of two cents per gallon on gasoline and reduces the registration fee on all vehicles to 30 per cent of what is charged now. On passenger cars the minimum is \$10 and then it goes along upward by \$5 increases according to horsepower. Trucks pay on a tonnage basis with larger ones as high as \$150. The new law is to go into effect Jan. 1.

Sets New Output and Sales Record

Willys-Overland in Strongest Position in Company's History

HOLDS MEETING

TOLEDO, May 14—Earnings for the second quarter of the present year will be highly satisfactory, with the company now in the strongest position in its history to meet competition on an aggressive basis, according to John N. Willys, president of Willys-Overland, in his message to stockholders at the annual meeting. He said the company has set new production and sales records in the last few weeks with all records being topped in the week ending May 5.

Stockholders reelected John N. Willys, George M. Jones, C. O. Mininger, Gordon M. Mather, Rathbun Fuller, Thomas H. Tracy, L. A. Miller and H. C. Tillotson, all of Toledo, and C. B. Mertz of New York, as directors.

Officers reelected include John N. Willys, president; L. A. Miller, first vice-president; George M. Graham, vice-president; J. H. Perkins, vice-president and treasurer; Colin Campbell, vice-president in charge of sales, and A. B. Qualy, secretary.

Dawson to Pace Race

INDIANAPOLIS, May 15—A new Marmon 78 two-passenger speedster, piloted by Joe Dawson, racing champion of other years, will pace the start of the sixteenth 500-mile race on the Indianapolis speedway May 30, it is announced by G. M. Williams, president of Marmon Motor Car Co.

Taylor to Join G.M. Export

WASHINGTON, May 14—The resignation of Irving H. Taylor, assistant chief of the automotive division of the U. S. Department of Commerce, and the appointment of A. W. Childs to succeed him, was announced this week. Mr. Taylor is resigning to join the staff of General Motors Export Co.

Olds Builds 11,089 in April

NEW YORK, May 15—The Oldsmobile Division of General Motors produced and shipped 11,089 cars in April, establishing a new high record. Production schedule for May calls for 12,000 cars.

Babe Stapp Ready for Indianapolis

Youthful Driver's Career Interesting—To Drive Cowboy Car

INDIANAPOLIS, May 15—Babe Stapp, who always registers "Babe" because his given name is Elbert, and why not, has entered to drive an unnamed vehicle in the Sixteenth International 500-mile automobile race to be held May 30.

Stapp's car was entered by Phil Shafer, the Texas Cowboy, who has risen from the plains to automobile race driver and now racing magnate. The car will be named and christened with a bottle of castor oil tinctured with gasoline at a trackside ceremony to be held later.

Stapp is just a mite of a lad, 24 years old, weighing only 114 lb. including racing jumpers and a monkey wrench, but in the past year he has proved that his courage and daring is just as tested as the biggest hulk in the dangerous speed sport.

The name, "Babe," fits him like a one-piece bathing suit.

All License Plates of Standard Size

WASHINGTON, May 14—For the first time in the history of the automobile industry, all automobile license plates for the 48 states and the island possessions now conform to a standard size, according to an announcement by the Bureau of Standards.

Boosts Trade Press

ST. LOUIS, May 15—Stewart McDonald in addressing the executives and sales organization of the Moon Motor Car Co. constructed his entire talk around the value of the thorough and constant observance of trade papers.

Lee Talks to Dealers

ROCKVILLE, May 12—Major E. Brooke Lee was the speaker at the May meeting of the Montgomery County Automobile Dealers' Association, held at the Montgomery Country Club, Rockville, and attended by virtually all members.

Chevrolet Offers Convertible Sport

Cabriolet Continues Feature of Both Closed and Open Cars

DETROIT, May 14—Pioneering into the low priced automobile field another distinctive style feature, the Chevrolet Motor Co. announces a new convertible sport cabriolet, with body by Fisher, listing at \$695.

Combining all the closed car advantages of the sport cabriolet with the open car features of the roadster, this car is ideally suited to every type of weather.

Of two to four-passenger capacity, the convertible cab with the top up resembles the sport cabriolet in appearance. The top, however, is fully collapsible and folds so completely out of the way that full vision ahead is possible from the rumble seat. An additional feature is the inclusion of a nickel banding around the windows which gives them rigidity and permits of raising the windows, with the top lowered, as an extra protection against the wind.



FROM left to right: B. A. Rupprecht, Chicago district supervisor; W. Ledyard Mitchell, vice-president in charge of manufacturing (both of Chrysler Sales Corp.); George W. Browne, Chrysler distributor in Milwaukee; J. E. Fields, vice-president in charge of sales, Chrysler Corp.; Mark Hubbard, president of Hall Aircraft Corp., Wausau; A. T. Tracy, sales manager at Hall Garage Co., Wausau; H. E. Jacobs, vice-president of Geo. W. Browne, Inc., Milwaukee; and F. A. Petrie, regional sales manager, Chrysler Corp. Mr. Fields, Mr. Mitchell, Mr. Petrie and Mr. Rupprecht, all of Chrysler Sales Corp., were at Milwaukee attending dedication of George W. Browne's new place of business. These four Chrysler officials, together with Mr. Browne and Mr. Jacobs, made the trip to the airport to welcome Mr. Tracy and Mr. Hubbard as they arrived in their new Alexander Eaglerock from Wausau, Wisconsin

Browne Bill Plans for Highway Fund

Urges Sale of Surplus War Stocks to Provide Aid for Roads

WASHINGTON, D. C., May 15—A bill introduced by Congressman Edward E. Browne of Wisconsin in the House of Representatives provides for the creation of a special highway fund from the sale to the French government of surplus war material, road-building equipment and supplies.

In urging motorists throughout the country to support this measure by enlisting their respective congressmen in its behalf, H. H. Brooks, general sales director of the Marmon Motor Car Co., points out that a fund of \$400,000,000 would be available by Aug. 1.

Ford Back—Gets Old Car

NEW YORK, May 14—Returning yesterday on the S.S. Majestic from a vacation trip in England, Henry Ford expressed himself as optimistic regarding business conditions both in Europe and in this country. His business abroad is progressing rapidly and he estimated that his plants are about 1,000,000 cars behind on orders for the whole world.

Mr. Ford was also very enthusiastic about the future of commercial aviation, indicating his belief that the airplane of the future will realize all the ideals sought today.

In the afternoon Ford went to Brooklyn where he received from H. Hobart Porter, president of the Brooklyn City Railway Co., the oldest street car of its type in existence, to be placed in the Ford Museum at Dearborn, Mich.

Sanders Back With Franklin

SYRACUSE, N. Y., May 14—Frank H. Sanders has recently been appointed a general sales executive with the Franklin Automobile Co. He was previously distributor of Franklin cars in Chicago for nine years, but retired from active participation in the industry about six years ago.

W. T. and T. H. White Retire

CLEVELAND, May 12—Stockholders of the White Motor Co. voted to reduce the board of directors to 10 members from 12 and Windsor T. White and Thomas H. White, who retired as officers of the company several months ago, were not elected as directors.

Ray Dunlevy Advanced

EVANSVILLE, IND., May 15—Raymond Dunlevy, salesman, was recently promoted to be assistant retail sales manager of Benninghof-Nolan Co.

Brockman Heads St. Louis Group

ST. LOUIS, May 11—Phil H. Brock-

What'll They Do This Year?

Data on Indianapolis Races

Year	Car	Driver	Displacement	Permissible	Actual	Avg. Speed	Remarks
					M.P.H.		
1911	Marmon	Ray Harroun	600	477	74.59	6-cyl. 4½" bore x 5" stroke.	
1912	National	Joe Dawson	600	490.8	78.7	4-cyl. 5" bore x 6¼" stroke.	
1913	Peugeot	Jules Goux	450	448	76.92		
1914	Delage	Rene Thomas	450	380.2	82.47	4-cyl. 4.1" bore x 7" stroke.	
1915	Mercedes	Ralph DePalma	300	270.9	89.84		
1916	Peugeot	Dario Resta	300		83.26	300 miles.	
1917/1918	No races						
1919	Peugeot	H. Wilcox	300	274.6	88.06	4-cyl. 3.6" bore x 7.6" stroke.	
1920	Monroe	G. Chevrolet	183		88.50		
1921	Frontenac	Tommy Milton	183		89.62		
1922	Murphy Spec.	Jimmy Murphy	183		94.48		
1923	HCS Spec.	Tommy Milton	122		90.95	1st year winning engine was equipped with supercharger.	
1924	Duesenberg	Joe Boyer	122	121.5	98.24	8-cyl. 2.38 bore x 3.42" stroke.	
1925	Duesenberg	Peter de Paolo	122	121.5	101.13	8-cyl. 2.38 bore x 3.42" stroke.	
1926	Miller Spec.	Frank Lockhart	91.5	90.2	94.63	8-cyl. 2 3/16" bore x 3" stroke. 400 miles due to rain.	
1927	Duesenberg	Geo. Souders	91.5	90.5	97.45	8-cyl. 2.286 bore x 2.75" stroke.	

Dine Rickenbacker

WASHINGTON, May 12—A testimonial dinner was given to Eddie Rickenbacker, foremost American ace of the World War, this week at the Mayflower Hotel. The dinner was under the auspices of the aviation committee of the Washington Board of Trade and was attended by a large number of prominent men.

Included in the list of notables as honor guests, in addition to Captain Rickenbacker, were the following: Assistant Secretary MacCracken of the Department of Commerce; Assistant Postmaster General Glover, in charge of air mail; Lieut. Lester J. Maitland, successful California-Hawaii flyer; Maj. H. C. Davidson, commandant of Bolling Field; Comdr. Homer C. Wick, commandant of the Naval Air Station; members of the National Aeronautical Association, and W. W. Everett, who is president of the Washington Board of Trade.

Firestone Jr. Returns

NEW YORK, May 12—Harvey Firestone, Jr., returned yesterday from a tour of inspection of his father's rubber plantations in Liberia. The present yield of this plantation is 500 pounds per acre, comparing favorably with other plantations.

O'Neil Heads Syracuse Group

SYRACUSE, N. Y., May 12—Fred J. O'Neil was elected president of Syracuse Automobile Dealers' Association here last week. E. A. Ross was elected vice-president and J. F. O'Connor secretary-treasurer; C. H. Hayes was re-appointed assistant treasurer and manager, and S. E. Ackerman, C. W. Bull and Mr. O'Neil were elected directors for two-year terms. Many activities are planned for the coming year.

Brandt Heads Western Motors

SPOKANE, WASH., May 11—Owing to illness, Harry E. Oechsli, president of Western Motor Co., Hupp distributor, has placed E. C. Brandt in complete charge of the affairs of the company as manager. Mr. Brandt has named R. M. Logsdon sales manager.

Car Production Continues Good

Slight Lull Looked for During Month; Used Stocks Down

NEW YORK, May 12—Though production in most of the automotive plants is continuing at much the same high rate as in March and April, preparations are being made in a number of plants for a gradual easing of schedules as the month progresses. The decline of about 10 per cent in April production from March was due to some extent to the shorter month, but the increase in dealer stocks was the important determining factor.

With the distinct probability that the excise tax on cars will be wiped out by Congress within a short period, manufacturers vision an improved selling period for some little time after this action and are keeping production facilities ready to meet this situation.

Conditions affecting the used car market are less serious at this season than usual, stocks being kept within more reasonable bounds.

Fisher M.C.R. Director

NEW YORK, May 15—Frederick J. Fisher, vice-president of General Motors Corp., has been elected a member of the board of directors of the Michigan Central Railroad, to fill the vacancy caused by the death of Chauncey M. Depew.

Firestone Predicts Cut

NEW YORK, May 14—Harvey Firestone, Sr., has stated a belief that tire prices will be substantially reduced within three months.

Carl Vaughn Promoted

NEW YORK, May 11—Carl Vaughn has been promoted to be vice-president and sales manager of Connecticut Automotive Specialties Co.

Three Get Gold Watches

CINCINNATI, May 14—William Voris, general manager of the Citizens' Motor Car Co., Packard distributor, and G. K. Borer and Lyman Hinckley were added to the company's 10-year honor roll and presented with gold watches at a banquet presided over by J. W. Tarbill, president of the company.

The Ten-Year Club now has 27 members. The plan of operation is the same as that in vogue at the Packard factory, and the factory and distributor divide the cost of the watches presented by the latter.

E. T. Whittall Advanced

SEATTLE, WASH., May 14—E. T. Whittall, formerly manager of the Seattle headquarters of the Collins Bros. Co., Oakland-Pontiac distributor in Portland and Seattle, has been made general manager of the company with supervision over both points.

What's Coming

SHOWS

Automotive Equipment Association, Coliseum, Chicago, Oct. 22-27.

*Chicago, Jan. 26-Feb. 2.

National Standard Parts Association, Cleveland Auditorium, Oct. 29-Nov. 3.

*New York, Jan. 5-12.

CONVENTIONS

American Automobile Trade Association, Annual Meeting, Cincinnati, June 28-29.

Automotive Engine Rebuilders Association, Coronado Hotel, St. Louis, June 11-14.

Automotive Equipment Association, Grand Hotel, Mackinac Island, June 17-23.

Automotive Equipment Association, Coliseum, Chicago, Oct. 22-27.

National Association of Automobile Show and Association Managers, Drake Hotel, Chicago, July 26-27.

National Standard Parts Association, Hollenden Hotel, Cleveland, Oct. 29-Nov. 3.

Society of Automotive Engineers, Chateau Frontenac, Quebec, June 26-29.

World Motor Transport Congress, Rome, Sept. 25-29.

RACES

Altoona, June 16.

Atlantic City, direction South Jersey Racing Association, May 30.

Indianapolis, May 30.

*Will have special shop equipment exhibit.

June 10—A. E. A. Summer Meeting Number, Motor World Wholesale.

June 23—Engineering Issue—Automotive Industries.

\$15,000,000 Merger

CHICAGO, May 12—Negotiations were closed this week for a \$15,000,000 merger of the Borg & Beck Co., Chicago; the Warner Gear Co., Munroe, Ind.; the Marvel Carburetor Co., Flint, Mich., and the Mechanics Machine Co., Rockford, Ill. The new company will be known as the Borg-Warner Corp.

Price Revisions and New Models

Durant Increases List on Four; Peerless 80 Revised

PHILADELPHIA, May 14—Prices have been advanced \$100 on three Durant Four (Star Series) models by Durant Motors, Inc., the roadster, coupe and five passenger, two-door sedan now listing at \$595. The two-door sedan has been advanced \$125 to a new list price of \$695.

Falcon Motors Corp. has announced prices of \$995 on its four-passenger roadster and five-passenger touring, and of \$1,195 on its Grey Ghost roadster.

Locomobile has added a six-passenger cabriolet listing at \$6,950 to its 8-80 line.

Hupmobile has added a two-passenger cabriolet at \$1,435 to its Century Six line.

Dodge Brothers has added a four-passenger coupe de luxe at \$1,170 to the Victory Six line.

Peerless Motor Car Corp. has revised its 80 line and prices now are \$1,295 for the phaeton and roadster, and \$1,395 for the five-passenger coupe and sedan.

Changes in the Studebaker line show the five-passenger Dictator sedan now priced at \$1,245, and a new five-passenger sedan royal at \$1,395. In the Commander line the four-passenger roadster regal is now \$1,595 and two models have been added, a five-passenger sedan club at \$1,435 and a four-passenger cabriolet regal at \$1,625. In the President line the seven-passenger sedan is now \$2,085 and the seven-passenger state sedan \$2,350. A four-passenger cabriolet state at \$2,195 has been added.

Oakland-Pontiac Gain

NEW YORK, May 14—The Oakland-Pontiac Division of General Motors Corp. made 100,004 cars during the first four months of 1928, compared with 54,563, in the same period last year.

Takes on Stutz Line

PHILADELPHIA, PA., May 15—The Pennsylvania Stutz Motors has been appointed distributor of Stutz cars for Philadelphia and considerable surrounding territory in Pennsylvania as well as Delaware and southern New Jersey.

Heading the concern are: Lamar Hull, president; E. B. Jackson, vice-president; E. B. McCowen, sales manager, and Allen P. Crolius, manager of the wholesale division.

Ballantyne Made Sales Manager

SYRACUSE, N. Y., May 15—T. R. Ballantyne, for more than seven years connected with the sale of Dodge cars in Syracuse, has been appointed sales manager of Overland-Knight Motors.

Celebrate First "Lindbergh Day"

Thompson Products Combines Anniversary With Sales Idea

CLEVELAND, May 15—A novel observation of the first anniversary of Col. Lindbergh's New York-to-Paris flight is combined with an effective merchandising idea by Thompson Products, Inc., which recently sent each distributor duplicates of the valves used in the Wright Whirlwind engine of the Spirit of St. Louis.

With the valves, which were specially milled to show the hollow construction of the salt-cooled stem, went a bulletin explaining various features of design and outlining the performance of the original parts in the trans-Atlantic engine. For window displays there were reprints of Thompson advertisements of a year ago, picturing the motor of the Spirit of St. Louis, and a copy of a telegram from the Wright Aeronautical Corp. advising the valve makers of the use of their product in the monoplane's motor.

Nash Advances McCarty

CHICAGO, May 14—Advancement of E. H. McCarty to the position of vice-president and director of sales, and C. H. Bliss to sales manager of the Nash Motors Company was announced by Charles W. Nash, president of the company, in Kenosha today. Mr. McCarty has been sales manager of the Nash company for about six years.

Mr. Nash also announced that there will be three assistant sales managers, E. L. Smith, C. Turner and C. L. Mason. Each will have charge of an individual territory as direct assistants and will be aided by C. F. Borkenhagen, R. E. Tacke and Claus Anderson.

Mrs. W. M. Webster Dies

CHICAGO, May 14—Mrs. Nellie M. Webster, wife of the retiring commissioner of the Automotive Equipment Association, William M. Webster, died Friday, after a lingering illness.

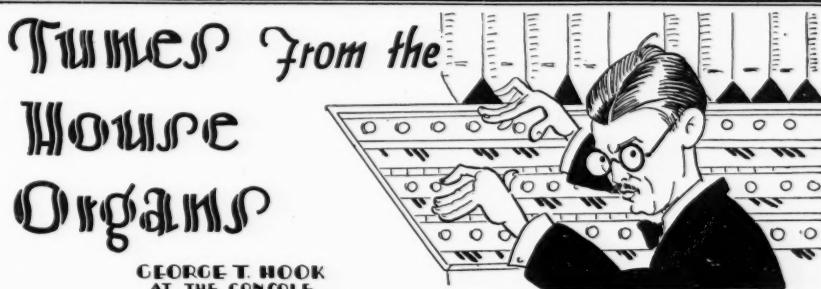
Mrs. Webster was born in Quebec 64 years ago. Besides her husband, she is survived by three daughters.

Farley With C. C. C.

NEW YORK, May 14—Commercial Credit Companies has appointed John R. Farley, formerly assistant branch manager of the Willys-Overland Boston branch, district representative in the Boston territory of Commercial Credit Corp.

Carrol Takes on Studebaker

DETROIT, May 16—J. E. Carrol has been appointed Studebaker distributor for Greensboro, N. C. He recently served as manager of the Studebaker branch at Charlotte, N. C.



THREE'S no fool like an old one, and there's no bugaboo like a presidential-year one. A little observation of human nature on the one hand and a few statistics on the other, incline us to the belief that both the proverb and the bugaboo should be poured into jars, hermetically sealed, and placed on the applesauce shelf with the rest of our national platitudes. We say "poured" advisedly because the bugaboo, particularly, being a 180-proof example of business bunk, is all wet.

"A long time ago," says The Silver Edge (Raybestos) on this topic, "there happened to be a presidential year in which business was poor, and ever since then there has been enough people believing that the year leading up to the election of a President must necessarily be an off year for business. As a matter of fact, figures are available which prove that presidential years have been prosperous business periods in spite of the prejudice."

The Goodyear News furnished us the statistics, culled from a business magazine, which are evidence enough that the man who tries to alibi a poor sales record because this is a presidential year, should be laughed to scorn. Focus your retina on these statistics: 1888—average—started below normal but finished above; 1892—a good year—10 per cent above normal; 1896—not a good year; 1900—an average year; 1904—somewhat below normal; 1908—started slow because 1907 was bad—but finished strong; 1912—above normal—5 to 12 per cent above average; 1916—a big year—15 per cent above normal; 1920—first nine months, normal—last three months beginning of post-war deflation; 1924—an average year; 1928—write your own ticket.

Yes, we had better revise it, and make it bugapoo!

Here's one for the salesmen to smile at and the sales managers to use the next time they need an illustration for a point in tactful salesmanship. We saw it in *Trindl-Tips*.

"What!" exclaimed the lady buying a mirror for her car, "you charge me three dollars for that mirror?"

"Yes, ma'am," replied the polite clerk behind the counter, "that is the very lowest price we can sell it for."

"How is it that I can get one just like it at Blanks Auto Supply Co. for two dollars and a half?"

"I cannot say, madam. Perhaps Mr. Blank has taken a fancy to you. He is a widower and you are very beautiful and—yes, ma'am, three dollars. Thank you."

"If I were a retail salesman or dealer, and married," says Roy Faulkner in his page in the Auburn Accelerator, "I'd try to remember that men who want to be happy at meal time don't buy houses, pianos, rugs or motor cars without first consulting their wives, and that many a sale has been lost because the lady of the house was not properly sold. A car sold to the wife is 99.99 per cent closed. Men only write the checks—and I'm writing from experience." Not being deficient in such experience, we indulge in a vociferous "Hear! hear!!"

What do you do with the testimonial letters you receive? Do you put them away in a bouquet file and forget them, or do you make use of them? A few weeks ago we gave you the testimonial board idea. Now from The Willys-Overland Starter we learn that Frank Wyms, Scranton, Pa., dealer (about whom an article appears in this issue) keeps a separate file of letters received from satisfied owners. These letters are neatly arranged and used as sales aids. They are kept in his office and are available at all times for his salesmen to show to prospects.

Testimonial letters, it would seem, are milk from contented owners that nourish many a puny prospect into a healthy buying mood. House Organs please copy.

Big Men Back Flint Speedway

FLINT, May 12—Formation of the Flint Super Speedway and Airport Corp., capitalized at \$750,000, and backed by a group of prominent Flint automobile dealers, manufacturers and capitalists, was announced recently. The group expects to establish an automobile speedway and flying field near Flint before fall.

Officers of the corporation are Edwin S. Lunt, manager of the Buick Motor Co. branch, president; Otto P. Graff, Ford and Lincoln dealer, vice-president, and Charles A. Lippincott, Oldsmobile dealer, secretary-treasurer. All are prominently identified with the industry.

It is planned to have a two-mile oval concrete course and the infield, 3600 feet by 1600 feet, will contain runways for airplanes. A half-mile dirt track for the holding of horse races will also be built within the oval. Plans also call for the erection of grandstands seating 25,000 spectators.

The corporation plans to hold two major automobile speed contests, one of them of 500 miles and the other a contest of shorter distance, each year.

The track will operate under A.A.A. sanction. Several sites have been optioned and a decision on the location is expected soon, immediately following which work on the project will be started, says an announcement from the sponsors.

Franklin Sales Gain

NEW YORK, May 11—Sale of Franklin automobiles during the last quarter of 1927 and the first quarter of 1928 show an increase of 30 per cent over the corresponding periods a year ago. The first quarter of 1928 has been the largest period in retail deliveries for the past five or six years, being an increase of 20 per cent over the five-year first quarter average. Limousine sales show a rapid increase, being 65 per cent ahead of the first quarter of 1927, says a statement from the company.

Home Instructor Proves Sales Help

VALDEZ, ALASKA, May 15—A mere 10 or 12 feet of snow does not handicap William Wagner, Chevrolet dealer of this city. He improves his time during the long Arctic winter by distributing his "home instructor," designed to acquaint prospective Chevrolet owners with the simple methods of operating a Chevrolet.

This appliance, which Mr. Wagner constructed himself, gives a person a synthetic ride in a Chevrolet. All it lacks is an automatic traffic cop. By using the device the "driver" learns all about starting a car, shifting gears, setting the brakes, working the accelerator and operating the clutch.

The machine is simplicity itself and costs less than \$2 to build. It consists of a board set to an angle, which corresponds to the footboard of an automobile. On this board are affixed the various levers and controls.



Hold Second Conference

MIDDLE Atlantic Automotive Jobbers Ass'n. holds Second Annual Spring Conference at Penn Athletic Club, would be the title of this picture if you were seeing it in the movies. The new officers for 1928 are as follows: President, S. E. Nichols; vice-president, E. T. Satchell; secretary and treasurer, R. W. Shreiner. Directors are J. Wm. Nock and Geo. Shearer. Following the meeting the jobbers were entertained at dinner by the Moto Meter Co. Those in the picture are: Front row (left to right): H. M. Woelfly, E. A. O'Brien, A. L. A. Toboldt, W. B. Zerbe. Second row (left to right): Walter Lawrie, J. Wm. Nock, J. M. Pagliaro, C. M. Cornog, L. A. Spatz. Third row (left to right): G. B. Shearer, C. H. Hall, Jr., H. K. Harley, Harper F. Myers, C. B. Miller, J. F. Erlich. Top row (left to right): H. I. McConnell, E. T. Satchell, E. M. Deeter and R. W. Shreiner

Studebaker Adds to Dictator Line

Royal Sedan Has Many Fine Appointments; Strikingly Finished

SOUTH BEND, IND., May 15—Body lines and exterior finish of Studebaker's recently announced new Dictator Royal sedan reflect fine car design. Wide, full-crown fenders hang low over black wire wheels. Two extra wheels are set in the front fenders. A wide body belt from cowl to rear quarter serves to emphasize the car's low hung appearance. Chromium plating brightens the metal bead at the cowl line, the radiator shell and headlights. There is a strong luggage grid at the rear.

The interior of the Royal sedan is upholstered in mohair and seats five passengers. There are arm rests at either end of the rear seats, silk toggle grips, and silken curtains at the rear and quarter windows. An ash receiver is recessed in the right door. The carpets in both front and rear compartments harmonize with the rich tone of the upholstery. All the interior hardware is of Butler silver finish. There is a thickly carpeted foot rest in the rear compartment, and a silvered robe rail on the back of the front seat. Door and window moldings are finished in American walnut.

The same beauty characterizes the front compartment, with its lacquered instrument board.

But What is a Bicycle?

WASHINGTON, May 12—The United States may claim the honor of being the most motorized country in the world, but Netherlands has just entered a claim as being the most "bicycized" nation. A survey just made to the Department of Commerce shows that on Jan. 1 there was one bicycle for every three inhabitants, compared with one automobile for every 5.1 persons in the United States.

The census shows a total of 2,265,480 bicycles in use at the present time, paying \$1 in taxes every 18 months.

AC Rebuilds Its Exhibit

ATLANTIC CITY, May 14—The display of the AC Spark Plug Co. in the General Motors exhibition on the steel pier has been completely rebuilt.

Allen Joins Franklin

SYRACUSE, N. Y., May 14—Marshall Allen has been appointed a field representative for the Franklin Automobile Co.

Rogers Heads Elam, Inc., Sales SPOKANE, WASH., May 14—J. W. Rogers has been named sales manager of James Elam, Inc., Graham-Paige distributor.

Jest—a Bit Cynical

By Sherman Swift

SAM TOMPKINS carted freight. Six hours a day for more than a decade he sat hunched upon a nail-keg, trace chains jingling and iron tires rumbling over the rough macadam road. It was only six miles across the plains, each way, but with the loads that Sam piled on to the big blue dray the old horse was seldom able to walk the distance in less than three hours. On a Monday when little freight was moving either way, the time might be cut by a few minutes, but, generally speaking, a quarter of Sam's daily life was spent on the hard and uncompromising nail-keg seat.

There are few places where the wind gets the uninterrupted sweep that it does across these great plains. As a consequence the winters are anything but mild and the gales that come off the ocean are straight from Hyperborea. Both Sam and his black horse knew this and each had done his best to combat the bitter cold. Sam's defense was a tangled beard that left only his eyes and nose unprotected; the horse had gone him one better and developed the finest overcoat that ever an animal wore. Long, thick and beautifully curly, it imparted a most unusual appearance; like a horse encased in a buffalo robe.

Mrs. Tompkins, Sam's wife, a tremendous bulk of a woman, was cold too. They lived at the far end of the route and burned wood, which rumor said she chopped. If you can look back on an early childhood, with coal a luxury, you will know why she was always blue around the gills. For a year or two she had been particularly cold. Nearly frozen. Every storm "went right through her" and she was unceasing in her whining for a fur coat. Her ideas of course did not encompass anything sumptuous. The mail order house was advertising a dog-skin garment for \$18 that would suit her; but Sam could never spare the money.

One day Old Cyclops decided that he was due for a long rest and when Sam went out in the early dawn to hitch, the animal refused to stir. He had gone to the Nirvana of the tired, underfed equine and henceforth would do nothing all day but eat blue-grass and disport in the sunshine. Sam was dismayed. "Never done that before," he told his friends, disconsolately, quite as though the horse had purposely died, to make it inconvenient for his owner.

But there is no loss without some slight gain. Mrs. Tompkins got her coat. Sam flayed the horse's hide from his body, crudely tanned the skin with salt and smoke and proceeded to make it into a coat. He "planned and figgered" for hours, to no purpose. He was afraid to cut into the hide until he was sure of what would result. Finally, after hours in the cold harness-room of the barn, he decided he didn't qualify as a tailor. But he'd set out to make a coat and make one he would. And he did—by the simple expedient of cutting off the hide at the front legs, lining it with the horse's blanket and sewing buttons down the front. Mrs. Tompkins put it on by thrusting her plump arms through the parts that had encased the horse's hind legs. For once she had a garment that was large enough. There was no collar, but Sam had fore-laid for that; he had left the tail on the skin and Mrs. Tompkins wrapped it around her neck like a muffler, securing it with a spring clothes-pin. She didn't particularly care for it so far as appearances went, and she certainly looked a lot funnier than the horse did because, of course, the coat was made for him; but, as she optimistically remarked, it served the purpose.

I am reminded of the incident, after these many years, by the efforts of a garage-owning friend to build a test bench. He has expended much time and thought on its construction and the result is not satisfactory. The finished product is a test bench, in a manner of speaking, but it lacks reversibility, runs only at one speed and the generator for which it was designed isn't being used to the extent that it was. He has expressed a deep and profound conviction that he should have bought a real test bench made by a maker of test benches.

All of which opens the way for a bit of moralizing anent makeshifts—the doctors that try to prove that they can build better motor boats than the boat builder; the dentists who try their hand at designing houses—but the end of the column looms and we'll have to pass up the opportunity. In any event, you probably get the idea.

36 Cars Entered at Indianapolis

Keech Will Probably Drive;
Two Former Winners
Sign

INDIANAPOLIS, May 14—Among the cars officially entered for this year's 500-mile race at Indianapolis, on May 30, are two French jobs, one a Cozetti Special, to be piloted by Prince Ghica, now habituated in France after leaving Rumania, and a Bugatti, owned by an American and to be piloted by D. K. Cantlon. Two cars have been entered by the Frank Lockhart estate. One is likely to be piloted by Ray Keech, holder of the world's speed record, late reports stating that he has made an outright purchase of one of the cars, Lockhart's widow to share in any profits that may be made from his participation in the race. The other Lockhart entry will be driven by Anthony Gullotta.

Two winners of previous 500-mile races have entered. Peter DePaolo, 1925 winner and holder of the track record of 101.13 m.p.h., will drive a "Flying Cloud Special," while George Souders, Purdue University undergraduate, will pilot an unnamed car entered by William S. White of Hollywood, Cal., who sponsored Souder's winning run last year.

Tommy Milton, only two-time winner of the contest, has built a Detroit Special, to be piloted by Cliff Durant.

A total of 36 cars have been entered. Under American Automobile Association rules the 33 making the fastest time in the qualifying trials will compete. The entries are shown in the columns at the right.

W. A. P. John Advanced

DETROIT, May 15—W. A. P. John, director of the copy-art department of the Campbell-Ewald Co., has been promoted to vice-president of the company.

Burr M.A.M.A. Director

NEW YORK, May 11—C. H. Burr, treasurer of the S K F Industries, Inc., has been appointed to the board of directors of the Motor and Accessory Manufacturers Association, and made secretary and assistant treasurer. He fills the vacancy caused by the resignation of A. H. D. Altree, vice-president of the American Bosch Magneto Corp.

Harold De Mun Dies

TOLEDO, May 11—Harold De Mun, 31, designing engineer for the Tillotson Manufacturing Co., died here today after an attack of bronchial pneumonia. Funeral services were held Friday.

Clark Talks to Boosters

NEW YORK, May 10—Atherton Clark, of Black & Decker, who has just

Ready for the Red Flag!

Driver	Car	Entered by
Benny Shoaff	Duesenberg Special	Duesenberg Bros.
Unnamed	Green Special	Green Engineering
Unnamed	Stutz Special	Lockhart Estate
Anthony Gullotta	Stutz Special	Lockhart Estate
Cliff Durant	Detroit Special	Thomas Milton
Peter DePaolo	Flying Cloud Special	Peter DePaolo
Cliff Bergere	Unnamed	Cliff Bergere
Leon Duray	Miller Special	Leon Duray
H. Kohlert	Elgin Piston Pin Spec.	Elgin Piston Pin Co.
George Souders	Unnamed	William S. White
Unnamed	Boyle Valve Special	William S. White
Cliff Woodbury	Boyle Valve Special	Boyle Valve Co.
Fred Comer	Boyle Valve Special	Boyle Valve Co.
Billy Arnold	Boyle Valve Special	Boyle Valve Co.
Phil Shafer	Unnamed	Phil Shafer
Babe Stapp	Unnamed	Phil Shafer
Earl DeVore	Chromilite Special	Metals Protec. Corp.
Louis F. Schneider	Miller Special	Louis F. Schneider
Lou Moore	Miller Special	Charles Haase
Deacon Litz	Miller Special	Deacon Litz
Unnamed	Miller Special	Harry Miller
Unnamed	Duesenberg Special	A. S. Kirkely
Unnamed	Duesenberg Special	Henry Maley
Buddie Marr	Miller Special	William Horn
Shorty Cantlon	Bugatti Special	William Horn
Herman Schurh	Sieters Junior Eight	M. R. Dodds
Sam B. Ross	Aranem Special	Thomas Mulligan and Stanley Reed
Norman Batten	Miller Special	Norman Batten
Jimmy Hill	Marion Chevr't Spec.	Marion Chevrolet Co.
Peter Kreis	Marmon Special	Cooper Engineering Co.
Johnny Seymour	Marmon Special	Cooper Engineering Co.
Unnamed	Marmon Special	Cooper Engineering Co.

returned from a year's tour of Far Eastern countries, was the principal speaker at the monthly meeting of the Overseas Automotive Club held at the Hotel Astor this noon.

Garrett Succeeds Page

DETROIT, May 12—Wayne Garrett has been named advertising manager of the Motor Products Corp., succeeding V. C. Page, who has joined the New York Trust Co. at Chicago. Mr. Garrett has been with the company for five and one-half years.

May Redeem Class B Stock

DETROIT, May 12—Directors of Bendix Corp. are considering the advisability of calling all of the 65,000 shares Class A stock for redemption at \$40 a share. No definite action was taken by the board at this meeting. If such action is taken within the next two weeks stock will be called for redemption by July 1.

Daugherty Gives Dinner

KANSAS CITY, May 11—H. A. Daugherty Motors, Inc., Willys-Overland, Inc., distributor, was host at a dinner for dealers and salesmen of Greater Kansas City held last week. More than 200 attended.

To Handle Studebaker

HILLSBORO, ILL., May 12—The newly organized firm of Brown & Brown has been appointed local Studebaker-Erskine distributor.

David Gray Dies

SANTA BARBARA, CAL., May 10—David Gray, Detroit capitalist, one time a large stockholder in the Ford Motor Co., died Wednesday of pneumonia.

His fortune as well as that of his brothers Paul R. and Phillip H. and his sister, Mrs. Alice Gray Kales, resulted largely from an investment of \$10,000 in the Ford Motor Co. by their father, the late John S. Gray, when Henry Ford sought capital for the then infant organization in 1904. The original holdings of the elder Gray were sold to Henry Ford in 1919 for nearly twenty million.

While a stockholder Gray served as a director of the Ford Motor Co.

Cupper Stephens' Assistant

DETROIT, May 10—H. M. Stephens, general sales manager of Cadillac, announces the appointment of Maj. H. J. Cupper as assistant. Maj. Cupper has been with the sales section of General Motors for the past five years. He is credited with developing the sales plan upon which certain retail sales policies of the divisions have been based.

Lenz General Sales Manager

SPOKANE, WASH., May 14—J. Fred Lenz, vice-president of L. J. Burrows, Inc., and used car manager, has been made general sales manager in charge of both new and used car sales. He succeeds L. S. DeLand, resigned.

Floor Tax Refund After Excise Cut

M.A.T.A. Members Advised to Act When Bill is Signed

DETROIT, May 14—W. D. Edenburn, manager Michigan Automotive Trade Association, has advised all members to be in readiness to take advantage of a refund of three per cent on the passenger cars in stock and for sale on the date that the President signs the proposed tax reduction bill.

As recommended by the standard financial committee and expected to be accepted by the congressional leaders and passed, the bill for floor tax refund, equivalent to the amount of tax paid by dealers on all cars held in stock and intended for sale, will be effective on the date that the tax reduction bill finally becomes a law. In view of this, Edenburn recommends dealers to be prepared to make inventory immediately following the signing of the bill.

Wire Wheel Output Up

NEW YORK, May 16—The Wire Wheel Corp. of America is proceeding at top speed, according to official reports, and the May schedule calls for 40,000 units. Production for the year, up to April 30, was 144,570 units, the largest in the company's history for any similar period.

New Traffic Control

NEW HAVEN, CONN., May 16—An entirely new means of traffic control has been developed and introduced by the Strilen Corp. This control is said to have what is described as "almost uncanny ability" to handle traffic.

One of the control features consists of a pavement unit laid even with the pavement, under which is a special device containing an electric switch. Cars of 300 lb. or more in passing over the strip cause the switch to close. Relays record these impulses, all of which exert a control over the traffic signal. Other mechanism determines the way the light shall show, red, amber or green.

Studebaker Changes

ST. LOUIS, May 15—M. R. Tawes, formerly branch manager here for the Studebaker Corp. of America, has been appointed branch manager at Charlotte, N. C., to succeed J. E. Carroll, who has resigned to become Studebaker distributor at Greensboro, N. C.

R. I. Mowry, formerly manager of the South Bend retail branch, succeeds Mr. Tawes at this local branch. I. L. Funston, who was formerly used car manager of the South Bend branch, has been appointed retail manager to succeed Mr. Mowry.

New Hudson-Essex Models

DETROIT, May 14—An Essex sport



By Lewis C. Dibble

LEAVE it to D. R. Wilson of the Wilson Foundry & Machine Co., of Pontiac, to out-smart Will Rogers. Recently the bard and ex-mayor of Beverly Hills offered to dig down into his jeans and pay for the paint which any town would use to emblazon its name on a roof for the benefit of aviators. Along came Mr. Wilson and offered to let Pontiac paint a sign on his factory roof. The paint alone would cost approximately \$100. He replied that it only cost him \$1.50 to paint the name of Chatahoochee Falls and at that rate Pontiac's bill ought to be no more than 30 cents. As a result Pontiac is going to pay the bill itself and Will has limited his offer to cities having three letters or less in its name.

* * * *

FRANK SANDERS of air-cooled fame has breezed forth with a new job. Identified with Franklin since 1903, Frank was recently rewarded when he was made a sales executive of the company.

* * * *

G. M. Williams certainly picked a fast one to drive a fast one, when he selected the veteran Joe Dawson to pilot the Marmon pacemaker in this year's Indianapolis 500-mile race. Mr. Williams is satisfied that that is a combination that should keep the 91-inch supercharged jobs humming as they come down the straightaway for the start of the classic.

* * * *

GET the factory crowd boosting like blazes to set a new sales record and the dealer organization is bound to follow suit. This, at least, seems to be the contention of Paul G. Hoffman, who staged a great stunt down at South Bend the other day. At a meeting of the 20,000 Studebaker employees Mr. Hoffman asked them to put their shoulders to the wheel and make May sales the greatest in Studebaker history. Did they respond? You should have heard the roar of enthusiasm that went up. It was so loud that the echo was heard in Detroit just a few minutes afterward.

* * * *

FOLKS up in Lansing opine that R. M. W. (Doc) Shaw, advertising manager, and P. J. deBarry, sales promotion manager, respectively, of Oldsmobile, will have some interesting stories to tell when they get back home after doing New York and the Boardwalk.

* * * *

Pierce-Arrow is getting in the habit of bringing out cars with so much public appeal that the factory output for days ahead is gobbled up, according to T. J. O'Rourke, who cites as an example experiences with the new series 81 club brougham. Just five days after the car made its initial appearance output for the next 30 days was absorbed in the flood of orders.

* * * *

NEWS comes to us that W. A. P. John has been promoted to be a vice-president of the Campbell-Ewald Co. Mr. John, who is well-known to the industry as "Wop," has probably written more biographies about executives in the industry than any other writer. To this end he is referred to as the Boswell of the automotive industry and well deserves the title.

* * * *

"Great guns!" exclaimed the inveterate reader of newspapers when he scanned an article which quoted Sid Black, of Chandler, thusly: "Sales for the month of May are starting off with a bang for Chandler." Scratching his head the reader finally came to the conclusion that it must be because of the one-shot lubrication that the story had the ear-marks of being written by a war correspondent.

roadster listing at \$850 and a Hudson sport roadster listing at \$1,295 were announced today.

Bodies are of aluminum panels instead of sheet steel and models have special gear ratios. Color schemes are duo tones, top is of khaki, lamps are nickel and top bows are natural wood. Rumble seats are standard.

Raymond Blakely Dies

FLINT, May 11—Raymond C. Blakely, 39, member of the experimental department of the Buick Motor Co., died in Hurley hospital, today, a few hours after he had been shot while resisting automobile thieves near his home.

Mr. Blakely was well known throughout the industry.

Gas, Oil and Hot Dogs—Drive In

The law of compensation is always working. Ray Keech's car, that traveled 207.5526 miles an hour, goes half a mile on a gallon.

A recent issue of MOTOR AGE credited Wade Morton's Auburn with 108,466 miles an hour at Daytona. Fred Cook, the demon composing room foreman and pernickety motorist, was having his points cleaned when that happened. Watch your commas, as well as your points, Fred, say we.

Slogan of the Viscosity Oil Co. is—Get the long green with Graigrene. To which the office irrepressible adds—And make your competitor green with envy.

Mr. Irate Motorist has just left our office. He had spent the morning and a total of \$3.90 finding a carburetor float for his seven-months-old car. His dealer did not have one in stock. Nor did the several other dealers in the same make of car. He finally found the jobber representing

the carburetor manufacturer. He didn't have one, either. Mr. Irate Motorist finally picked one up from the dealer of a car in another price class. He says he knows a good story about Service that fits his case.

"The Amber Eye" is not the title of a new moon pitcher thriller. It is a new safety reflector for the rear.

Mr. Joe Honchur of Iowa Plains, Iowa, claims a stock car record. He took 408 cows to town in a Model T. Does he mean all at once?

Boy: I want to stop goin' to that dam' school and work with you.

Shop Owner: Listen, Freddie, you stop sayin' dam'.

Boy: William Shakespeare's always sayin' it.

Shop Owner: Well, you quit runnin' 'round with Willie Shakespeare.

Thanks are hereby accorded to A. N. Marble, of South Falls, Me., who tells us that the boys call the new salesman Mable Syrup because he's such a refined sap.

"Jim Martin Shoots 44 to Win," says a MOTOR AGE headline. Does that refer to dealer mortality, golf or just an unusual ambition to win at any cost, asks the office stenog.

W.A.P. (Wop) John has been promoted to vice-president of the Campbell-Ewald Co. This is a case of "Pooshin' opp John."

Celebration of "Lindbergh Day" by Thompson Products Co., honors the "Flying Colonel." The moron over in the corner restaurant came to the other day long enough to say that the restaurant people also had done the right thing by "Slim" by naming a sandwich after him—"Lindbergh cheese sandwich," said he. It'll be a long time before he comes to again.

John Cleary Says—

When the Bremen landed several weeks ago, Ed Reid, MOTOR AGE artist, set down in verse his praise of the German and Irish fliers for their successful trans-Atlantic flight.

*It's not the fiendish prank of fate,
Nor the strength of wing or prop.
It's not the goal, in the final count—
It's the fact that eyes look up.*

There's an inspirational quatrain that deserves a wider public than the coterie of Mr. Reid's intimates among whom it has circulated.

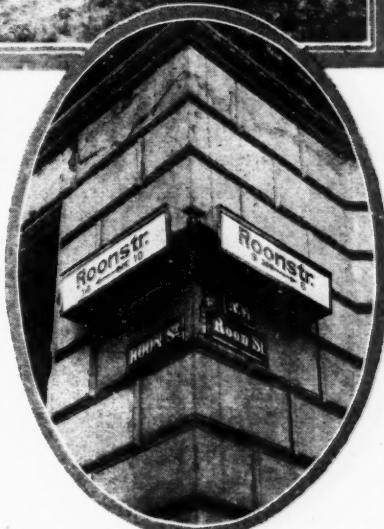
It deserves a place among those other favorite clippings in your wallet.

Relics of the Past

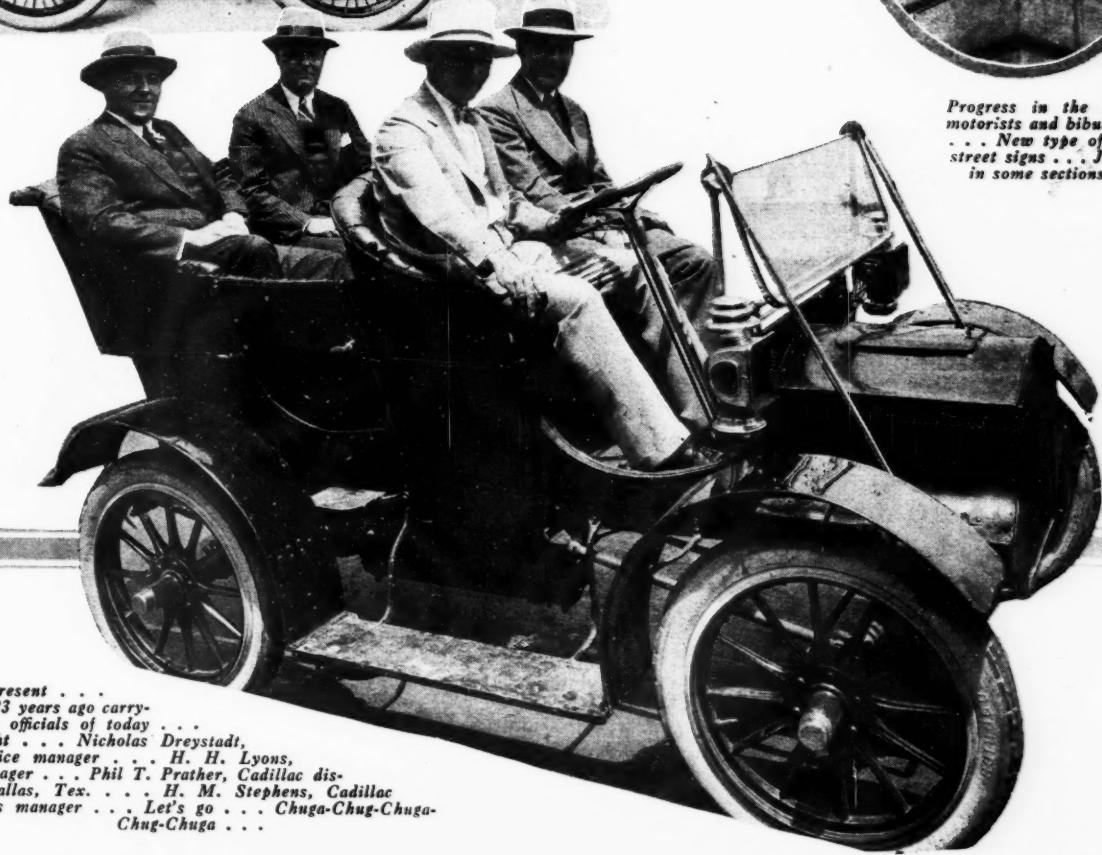


The salad days of touring . . . A Glidden Tour party somewhere in God's country (name your own state) . . . A halt caused by a wreck up the road . . . The motoring public had more than its share of trouble in those days . . . The salad days . . . Bologna!

*Louis Renault's first closed-car brainchild
Born back in 1899 . . . Hansom cab type body . . . Not so handsome . . . Looks like something we'd rather not mention*



Progress in the interests of motorists and bibulous visitors . . . New type of illuminated street signs . . . Just installed in some sections of Berlin



*Past and present . . .
Cadillac of 23 years ago carrying Cadillac officials of today . . .
Left to right . . . Nicholas Dreystadt,
factory service manager . . . H. H. Lyons,
district manager . . . Phil T. Prather, Cadillac dis-
tributor, Dallas, Tex. . . H. M. Stephens, Cadillac
general sales manager . . . Let's go . . . Chuga-Chug-Chuga-
Chug-Chuga . . .*

A Factory Executive

HERE'S nothing in the world I would rather do than sell a million automobiles a year."

The statement came from the lips of an intensely interesting and busy man. He's a man who lends inspiration to a vast selling organization. He's a man who believes in organized effort. He's a man who goes into his work with all the might and energy he possesses. He's a man who sells a million cars a year. He is R. H. Grant, vice-president in charge of sales of the Chevrolet Motor Co.

"We'd like to know how Chevrolet sold a million cars last year," we asked Mr. Grant the other day.

"Your question has five distinct answers," he replied.



Discusses Used Cars



At left: R. H. Grant, vice-president in charge of sales of Chevrolet Motor Co., at his desk. Above: Mr. Grant is thoroughly at home on the rostrum. He is at his selling best before a convention of Chevrolet salesmen.

"First, by building a good product. You can't put over a million of anything unless the goods prove themselves."

"Second, another great thing has been the placement in the field of a large number of dealers on a basis where existing dealers felt that their investment had been properly considered and protected by the company."

"Third, by always giving the business problems of the dealer the same consideration that is given the company's business problems."

"Fourth, leadership by the company in establishing better retail methods in the dealerships."

"Fifth, a constant and consistent study and appreciation of used-car merchandising and its relation to new-car merchandising."

Here the conversation drifted around to the all-interesting subject of used cars.

"What do you think of the so-called used-car problem?"

"The used car isn't a problem," was Mr. Grant's reply. "It's the facing of an issue and the recognition of the fact that we have those goods to sell, and the further recognition that we must provide capital, the physical set-up and the amount of man-power necessary to handle the situation, and the further recognition in our accounting system that our dealers set up policies to prevent used-car losses from knocking down the net profit of their business. Finally, an appreciation of the dealer's used-car operating conditions that causes the manufacturer to set policies in accordance with the dealers' used-car necessities."

"The Public," Says R. H. Grant, Vice-President in Charge of Sales of Chevrolet Motor Co., "Owes Directly to the Used Car the Wide Range of Prices at Which Transportation May Be Purchased." Reconditioning is the Secret of Moving Used Cars

By Lewis C. Dibble

"Today our used-car stocks are being reduced in the face of the fact that new-car sales are increasing," he said. "Reconditioning has brought about this result. Dealers have come to realize that the secret of moving used-car stocks is to recondition them and make them presentable for resale."

Here he cited that during the first quarter of 1928 while Chevrolet dealers were merchandising 250,000 new cars they were also delivering more than 200,000 used cars.

"Where the automobile dealer formerly paid little attention to used cars the proportion of used-car to new-car sales has mounted so high that used cars are now an important part of his business. Today more than three-fourths of the direct dealers in the Chevrolet organization have re-Duicing equipment with which they finish cars exactly as is done at the factory. Cars are gone over by skilled mechanics trained in approved factory methods. The reconditioned car bears on 'O.K.' tag showing that every vital part has been checked and made right. They are then displayed attractively, and convenient time payments are made available to the purchaser."

"The public owes directly to the used car the wide range of prices at which transportation may be purchased, and the wide variety of models from which the selection may be made. If there was no such thing as a trade-in allowance, the owner of an automobile instead of turning it in on a new model would drive it himself until its usefulness was spent, just as he now uses his furniture or his farm or garden implements. There would consequently be no used-car mart for the man who wants to buy a car at less than new-car cost. Millions of present motorists would be without the ad-

(Turn to page 36, please)

What Service Does the Public Want?

INTRODUCING to you all an up-and-going Californian who is ready to tell the whole wide world there's real present-day money and a wonderful future in the independent automotive maintenance business—

Clyde Walker, proprietor and owner of Walker's Dodge Shop, of Los Angeles. (Take a bow, Clyde—you rate it.)

First, we want to give you a summary of Clyde Walker and his business before we get down to the *how* end of the story. Opened five years ago in modest quarters with an initial capital of \$500—today he operates the largest exclusive independent Dodge repair plant on the Pacific Coast, with an annual volume of approximately \$125,000, and a record of growth with average volume increases of approximately \$20,000 a year. Recently moved into a new plant, extending a full block in depth. Charges higher prices for his work than the average, on the ground it is worth more, and cites as convincing proof of the wisdom of his policy the fact that his plant is kept operating day and night to handle the business.

"How have you built such a fine busi-

*Some Opinions on
the Subject
Which Other Successful
Maintenance Shop
Proprietors*

*Share, Are Voiced by
Clyde Walker,
Whose Policy Combines
the
Come-on-in Appeal
and
Go-on-Your-Way-
Satisfied
Workmanship*

*By
Roy Alden*

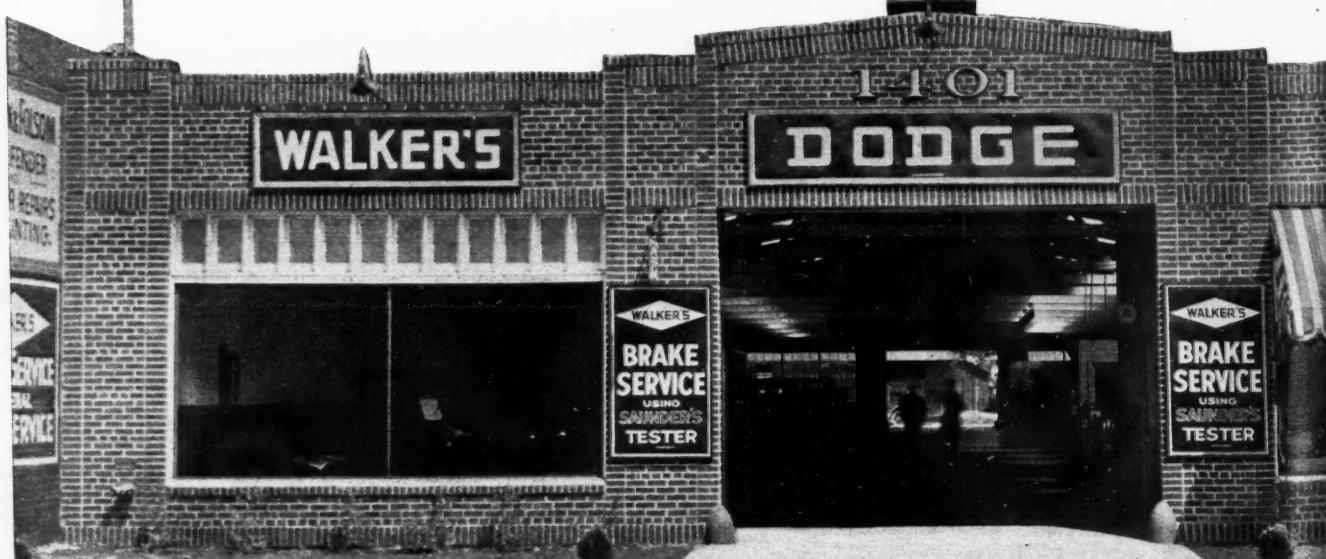
to find out the average car owner's attitude toward the independent shop, and I found out plenty. Almost invariably I was told by the motorists I questioned that they couldn't believe the work they needed done could be efficiently handled in such dirt and confusion they found existed in the average shop. However skilled the

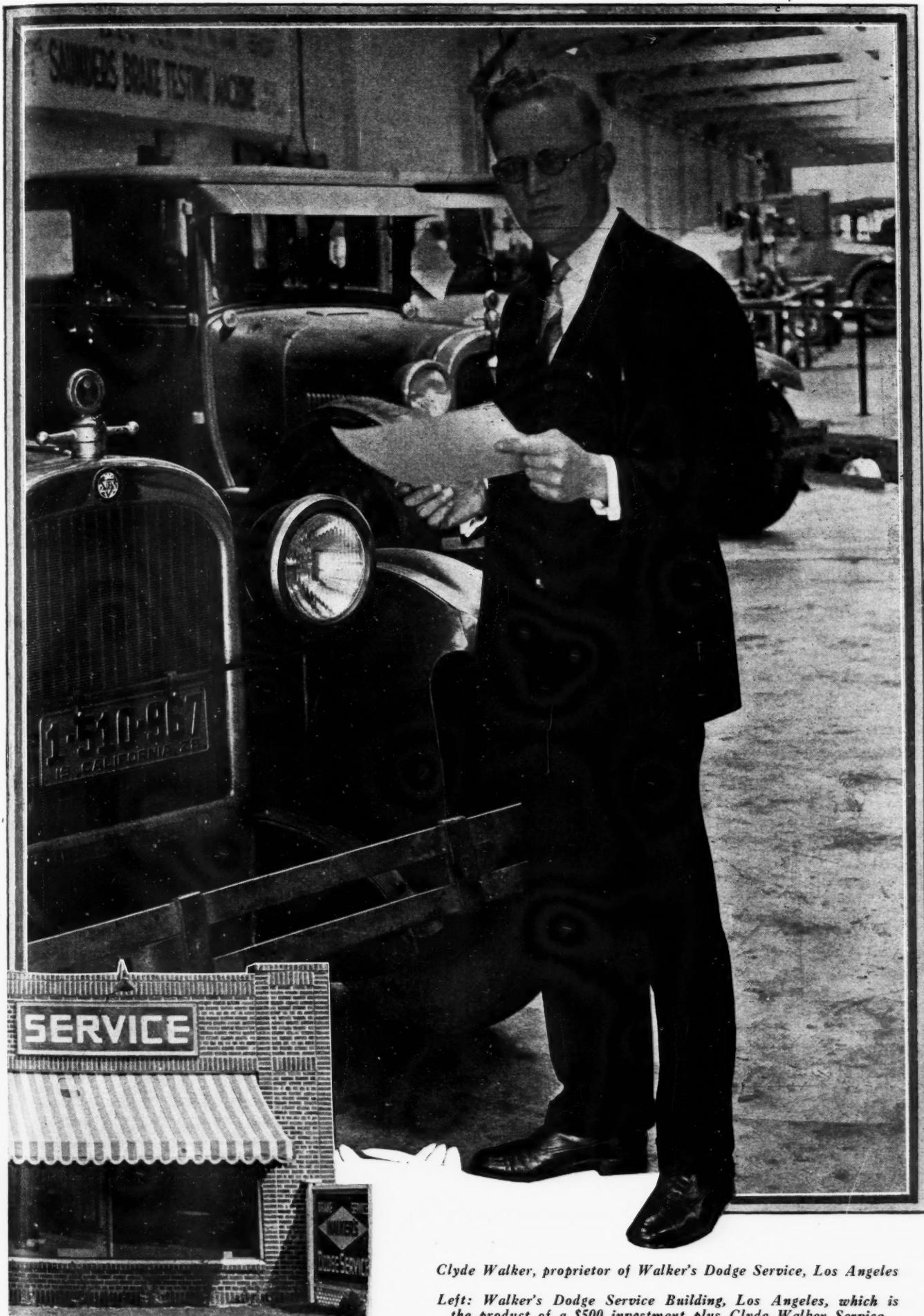
ness as you enjoy?" he was asked.

"There's no particular formula," he replied. "Whatever measure of success we've attained must be credited to our policy of giving the motoring public and the fleet operator what they want."

"What do they want?"

"First of all, they want to bring their cars to a clean, inviting, efficient, well-equipped plant that looks like it knows its business and then shows it. I purposely put the words clean and inviting first. Many operators of repair establishments complain about business being poor and wonder why they can't get the jobs. If they would only pause long enough to get the customer's viewpoint they would quickly find out what's wrong. Cleanliness and an inviting atmosphere are unquestionably two of the most powerful business-builders in our field of endeavor. When I first started in business for myself I made it a point





Clyde Walker, proprietor of Walker's Dodge Service, Los Angeles

Left: Walker's Dodge Service Building, Los Angeles, which is the product of a \$500 investment plus Clyde Walker Service

WHAT SERVICE DOES THE CAR-OWNING PUBLIC WANT?

mechanic, the appearance of the places killed all possibility of gaining the confidence of the customer.

"From the very inception of my business, I have insisted on cleanliness. You will notice a

green lawn and shrubbery out in front. Some may say we should have had this building erected flush with the sidewalk, rather than use up valuable space for grass and flowers. But that little patch of lawn and those few flowers represent just as productive advertising as space in the papers or literature going through the mails. See that man scrubbing the floor down there at the end—he does nothing else all day long but keep this place clean. I'm frank to say we take a lot of pride in the appearance of our plant, but appearance is not all. I also want you to notice the abundance of natural light from the skylights running down both sides and center of the building; also the clean, fresh air provided by good ventilation.

"To talk about how we select our mechanics, how we train them, how we sell our service, how we advertise, how we equip our plant, or any other *how*, without first talking about cleanliness and its allies—plenty of light and fresh air—is to overlook what we consider the biggest factors in our success. I've always thought that what the automotive maintenance business needed more than anything else was a good clean-up campaign, as the first essential to winning the confidence and patronage of the motoring public.

"Of course, cleanliness, light and fresh air will not place an ailing motor or other unit in good condition, but they are the magnets that bring that motor into the shop so it can be fixed."

There's no questioning Walker's conclusions—certainly not after surveying the success he has attained.

It naturally follows that an establishment that presents such a powerful "come-on-in" appeal would be conducted with systematic efficiency. From whatever angle you analyze the Walker plan of operations you cannot help but be impressed with the efficient way things are done.

"You will note," explains Walker, "that all our equipment is in plain view of our customers. We have no partitions or enclosures to obscure our shop or parts department. Everything is in plain sight and for very good reason. Further answering your question, 'What does the public want?' too much emphasis cannot be given to the importance of swift service. And swift service that is dependable cannot be delivered unless a shop is well equipped. Any shop that is trying to get by without modern tools and equipment is bound to pass out of the picture sooner or later. I believe that it is a mighty good policy to have your equipment where your customers can see it. This builds confidence—it impresses the customer with your progressiveness and your ability to render modern, efficient service.

"You will frequently find the parts department located in the rear end of a plant, on a balcony or in some other place away from the view of the customers.



Interior view of Walker's Dodge Service, Los Angeles. Note the cleanliness and the flood of natural light

This strikes me as absolutely opposed to the first fundamentals of good merchandising. The retail stores always give prominent display to what they have to sell. We in the automotive repair business

should do likewise. We are selling the products of modern equipment and labor—why not display them, along with the stock of parts, accessories, etc.? Our parts department is located right up at the very front of our building in a position where it commands the attention of every one who enters. To use an open display of the entire establishment, however, it is absolutely vital that the matter of cleanliness previously referred to be given the closest attention. Otherwise it is best to hide, rather than display."

Getting down to the matter of actual profit production at the Los Angeles establishment, Walker declares that the efficiency of the service salesman is the big determining factor.

"The service salesman must be courteous and alert," says Walker. "He must cheerfully greet each customer and show a personal interest in his needs. Once the customer has stated the reason for his visit, the service salesman must by all means thoroughly demonstrate by his acts that he knows his business. Otherwise he cannot expect to obtain an O.K. on an order for performance of all the work that is needed.

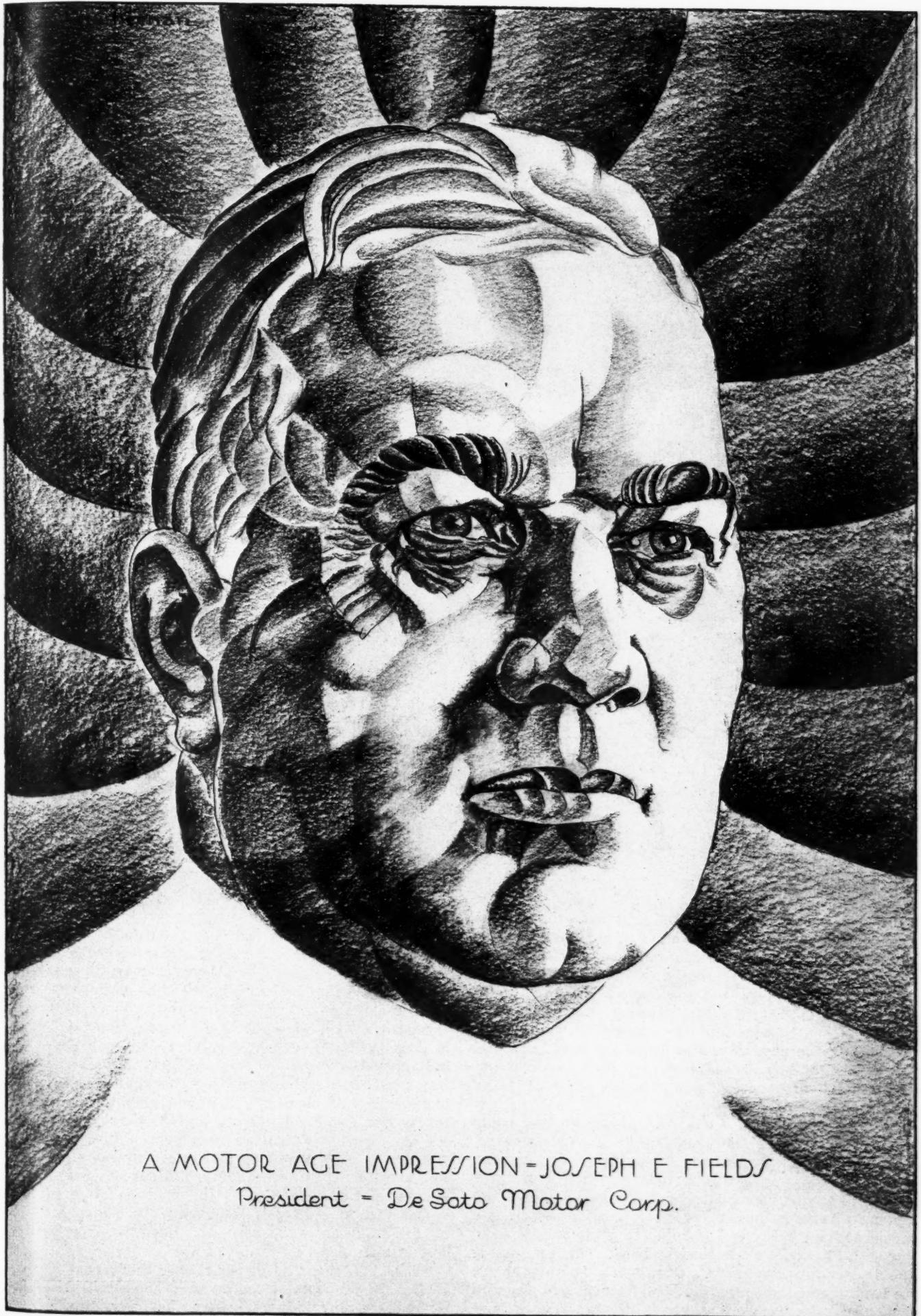
"The kind of men you have as service salesmen determines in very great measure the success of your establishment."

An index to the efficiency of Walker's service salesmen is found in the fact that the average order written in this shop is \$10, which is considerably above the average.

"In considering this \$10 average, I want to emphasize that we under no circumstances oversell a customer," declared Walker. "Selling an owner something he doesn't need is the quickest way to wreck a business. But selling the customer *everything* he actually requires is good business, both from the standpoint of the shop as well as the customer. It means more money for the shop and it means the owner will be relieved of bringing his car back again and tying it up to have additional operations performed, which should have been done at his first call.

"We in the repair end of the automotive business have a really big merchandising opportunity if we but recognize it. The appraisals offered by car dealers on used cars are becoming less and less. Where the owner, for instance, formerly received \$300 for his old car, he is now more likely to get \$200. When this customer comes to the repair shop and asks for some miscellaneous work to be done, the service salesman should then and there make an effort to sell him on the idea of putting his car in good operating condition rather than trading it in. He should point out the wisdom of investing \$100 for a regrind and other necessary operations in return for another year's service."

(Turn to page 28, please)



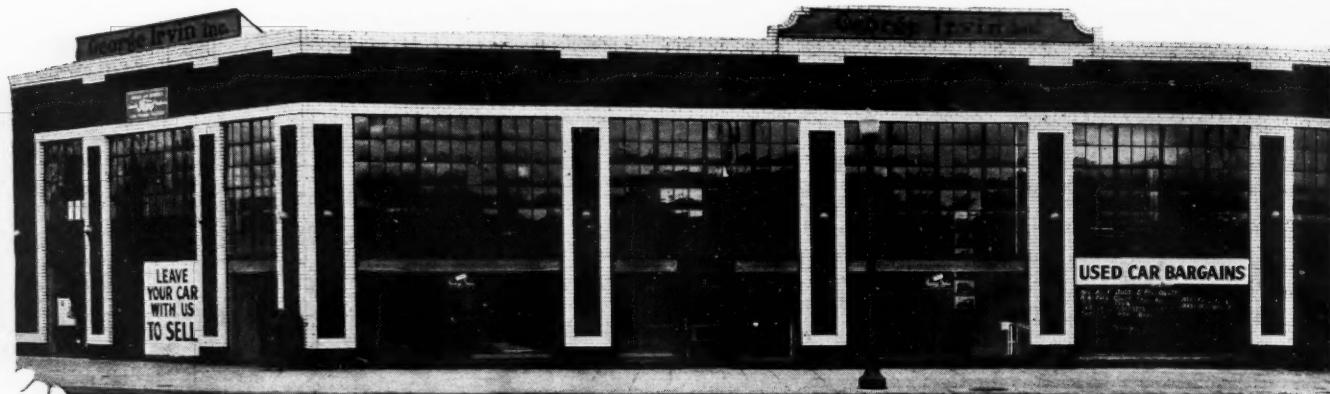
A MOTOR AGE IMPRESSION - JOSEPH E FIELDS
President = De Soto Motor Corp.

Cashing in on a

By

George L. Irvin

(President, George Irvin, Inc., Denver, Ford and Lincoln Dealer)



The George Irvin,
Inc., establishment
in Denver, Colo.

NOTHING is quite so attractive in the eyes of a new business as growth. It is usually assumed, however, that growth must be prefaced by a hand-to-mouth process of establishing the reputation of the firm. Willing to do anything to put himself in the minds of people, a man practically gives his services away during that period. I believed that a more direct route to a paying business was possible.

Six years ago, I organized George Irvin, Inc., in a rapidly developing section of Denver's business area. My idea was to make practice the theory that with as nearly ideal an organization as possible, I had the right to select the most desirable kind of trade; that is, the kind that means negotiable volume. The policy outlined was that with the exception of the instalment plan for the sale of cars, the firm would carry no customers on its books. Such has been the success of this policy that the firm has expanded to capacity in every department. It has proven that the charge account is not essential to the growth of the firm's business, and that its cash policy is not only pertinent to its success but has accomplished that success with far less worry and in less time.

Unquestionably had we advanced credit, we could today have a volume many times that of our beginning. We could have outgrown our present place of business. We could have increased our staff to include a force of bookkeepers and have installed a really complex filing system. As it is, our office force is composed of two people with an extra girl added during the busy season. Our staff of employees is steadily busy. Our production line is steadily ascending. Our year's business is in the bank instead of on paper. Our returns are no more a matter of guesswork than is the salary of any

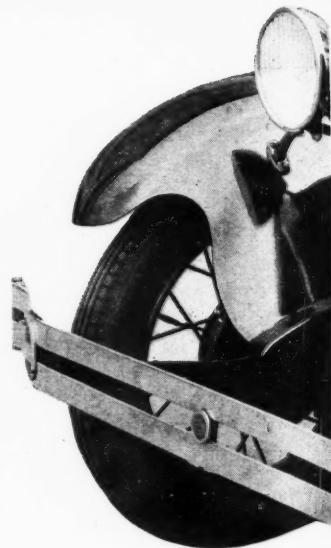
A Dealer Who Had the Courage to Say "No" to the "Yes" Habit, Argues from Experience the Advisability of Keeping Customers Off the Books

one of our workmen.

You can sit down any day with a good sharp pencil and figure out a substantial income for yourself. Our pencil proved to us beyond a doubt that there is no income like an actual one. When we said doubled volume, we wanted it to mean that. Eagerness for volume can become a sort of frenzy with a man. As long as his books show a lot of names, he salves his uneasiness with the assumption that eventually they mean money. We say, "If eventually, why not now?"

Asking for cash does not send customers away. When it does turn a man indignantly from your door, the indignation is apt to come of his lack of cash principle. Business has its important worries, but these do not include the one about the customer getting mad if you refuse him credit. It is poor logic to carry a man over several months of indebtedness on the theory that if you don't, he is going to take his business elsewhere. The attitude of mind that does not dare to refuse this accommodation is apt to be the attitude of mind that is timid in the matter of collections. If a man is going to get mad anyway, why not have it over in the beginning?

"Yes," to the "I'd-like-to-charge-this" customer is said in 75 per cent of the business done today. If incompetence plays a part in your business, this accom-



No-Credit Policy



modation means at the least added anxiety and at the most disintegration. For a month or two, maybe five or six months, the check comes in promptly, but it is the rare individual who does not meet with reverses. Sickness comes, or he loses his job, or any one of a dozen things happens. Nobody worries as long as the bill stays in the current column. Passes a month or two and the amount assumes larger proportions. The situation becomes a little strained. He continues to come in for service, but by the time 90 days are up the bill has become so sizeable, he is not only worried but embarrassed. He begins to realize the folly of having let that account run. He thinks, "Now, I'm not going to have another

George L. Irvin, of George Irvin, Inc., Denver, who had his own ideas about credit and launched his business on a sea of cash

thing done on this car unless it is absolutely necessary." He is so sick of that unpaid bill hanging over him that he determines never to run a bill again. Cash for him—but still not for us. Then something happens on the car; he has to have it repaired. Nine times in ten, more frequently ten, he doesn't come to us for the job. He will go where he is not so well known. That firm, out of no effort on its part, gets the benefit of his cash business. We continue to hold the sack.

That is an average customer—not an individual who wants to get out of his obligations. But your conviction that he is going to clear up matters as soon as things straighten out does not make him any the better a customer. You are not in business because you have

CASHING IN ON A NO-CREDIT POLICY

sufficient knowledge of human nature to know that a man means to pay his bills. You are in business primarily to make money.

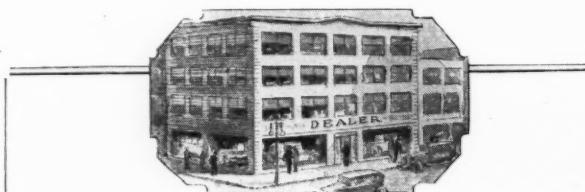
From the customer's standpoint, the man of moderate means feels a certain relief in paying as he goes along. A man never intends to live beyond his income, but if it is made easy for him he is rather apt to slip into it in spite of himself. Especially in a day when the market offers so many temptations to the buyer. On the day when he finds himself in debt, he is not grateful to you for your share in it.

Then there is the matter of complaint. Just the other day a man ordered a floor-board set into his car. The flat rate for this job is \$1. When the customer came in to get his car he complained about the cost. The service manager explained that it was a flat rate, but still he argued. The mechanic was called. He said that the job had really taken him longer than the list price estimated, because several installations on the floor of the car had made special adjustment necessary. The customer cooled down and willingly paid the cost of the job. But suppose that had been a charge account. When his bill came in, time would not have made the amount seem any less exorbitant. Yet unless he happened to be the exceptional customer, the chances are he would pay the bill, ask no explanation, and look for service elsewhere.

Suppose he is the exception—the man who will come back and tell you when he is not satisfied. Then ensues a comedy or errors. You try to check up on it, and even in the best regulated concerns the process is not always smooth. Perhaps the service manager is out to lunch. Perhaps the mechanic who is not with you any more is the one who handled the job. The customer becomes more and more indignant, and you will have to make a special effort—not always to your profit—to keep his good-will. But the average customer will not go to this trouble. It is human nature to avoid unpleasantness; he is more apt to quit you than tell you.

In order to build up a cash business, of course, it is necessary to break down the credit complex. We do this with a service that is uniquely excellent. In illustration: Our service department is organized not only to fulfill its mechanical purpose to the best effect, but definitely as a sales medium. So important, in my opinion, is this latter aspect that if I were looking for a service manager, and the choice lay between a good salesman and an A-1 mechanic with no sales ability, I would choose the former. An instance happened just the other day which stresses the importance of salesmanship in this department.

As we have many commercial houses among our customers, we have developed a large market in servicing



Irvin's Ideas

¶ It is poor logic to carry a man over several months of indebtedness on the theory that if you don't, he is going to take his business elsewhere. The attitude of mind that does not dare refuse this accommodation is apt to be the attitude of mind that is timid in the matter of collections.

¶ The service department should be organized not only to fulfill its mechanical purpose to the best effect, but definitely as a sales medium. So important, in my opinion, is this latter aspect that if I were looking for a service manager, and the choice lay between a good salesman and an A-1 mechanic with no sales ability, I would choose the former.

we might not have the business after all. They said, "No, we have given the order now and will stand by it." Before he left, he found out the hour of delivery on the batteries for the following day. Exactly on the dot he was back there, and no delivery had been made. As the result of this second carelessness and the salesmanship of our service manager, the business was reverted to us.

(The policy of George Irvin, Inc., is especially interesting in this age of credit. Knowing that, it required a deal of courage for the company to launch its new boat on a sea of cash. Viewed in the light of six years after, however, it is evident that courage is sufficient.)

What Service Does the Car-Owning Public Want?

(Continued from page 24)

There are 18 mechanics in the Walker organization and one foreman. No mechanic will be employed by Walker unless he has had a previous experience of two years working on Dodge cars, and is highly recommended. The mechanics are paid on a piece-work basis. Walker pays top wages which, combined with the ideal working conditions provided, attracts the best available men to his organization.

The writer had occasion to observe the written instructions delivered by Walker to his shop foremen. One of these instructions read as follows:

"In making your inspections of each job, try to find as much fault with our work as possible. Never consider anything may get by. Our work must be right—no if's or and's about it—it must be right. The customer must be satisfied beyond every other consideration."

Such a policy compels success.

their trucks. A simple card system makes a routine of this servicing and reveals at once any lapses. The service manager noticed that a wholesale house, in the habit of sending in two or three of its trucks to us every day for battery service, had had no work done for three days. He went over himself to inquire into the cause and learned that the firm had not been satisfied with work recently done and had decided it could get better service at a battery shop. He asked if the batteries had been sent back yet, and the answer was "No." Had there been any report on them? "No." He persuaded them to telephone the battery shop for a report, which revealed that two of the batteries were no good. Our service manager remarked on this rather serious oversight and asked if



The Bartow Auto Laundry, Bartow, Fla.

Cleaning Up With A Car Laundry in a Small Town

WHEN the gross amount of business done by any company increases by as much as 50 per cent a month for a period of six months or longer—as the well-known phrase has it—there must be a reason. There surely is a reason and a good one, too, in the case of the Bartow (Fla.) Auto Laundry which, although entering the business life of the city hardly a year ago, has made the old heads wake up and look around as they try to adjust themselves and their businesses to the new conditions brought about in large measure by this company.

But listen to W. E. Burke, the manager, if you would get nearer the heart of the matter and nearer the secret of his rapid success in business in a field as yet only barely scratched in Florida.

"After coming to the sunshine state," Mr. Burke said, "I looked about with a view of getting into some line that was not already crowded to the guards, and by good advertising and satisfactory business methods built up a real business. So far the results have far exceeded even my fondest hopes, and the credit I fear must go to some of the methods I have used instead of to anything I or my force have done directly."

"Like the shoemaker, we believe in sticking strictly to our last, and in our case that last is the washing, polishing and caring of the automobiles of our

section. We have other lines that turn an extra dollar now and then, but in the main our bread and meat come from the above. In the first place we have put our prices down within reason so that the prospective customer does not have to consider mortgaging his car, as it were, to have it cleaned. In order that all customers may feel that they are getting their money's worth, we have established only two classifications: Fords and others.

"We are prepared to clean everything about a car from the wheels to the top, and for this work the following prices prevail: For thoroughly cleaning an engine: Ford, \$1; others, \$1.50. For cleaning the bodies: Fords, \$1; others, \$1.50. For removing tar from fenders, \$2. This latter I feel is too cheap considering the difficulties involved, but even then many customers feel that we are 'gyping' them for this service as they have no conception of what work is required to thoroughly cleanse the under side of a fender on which the tar has been allowed to stay for several weeks.

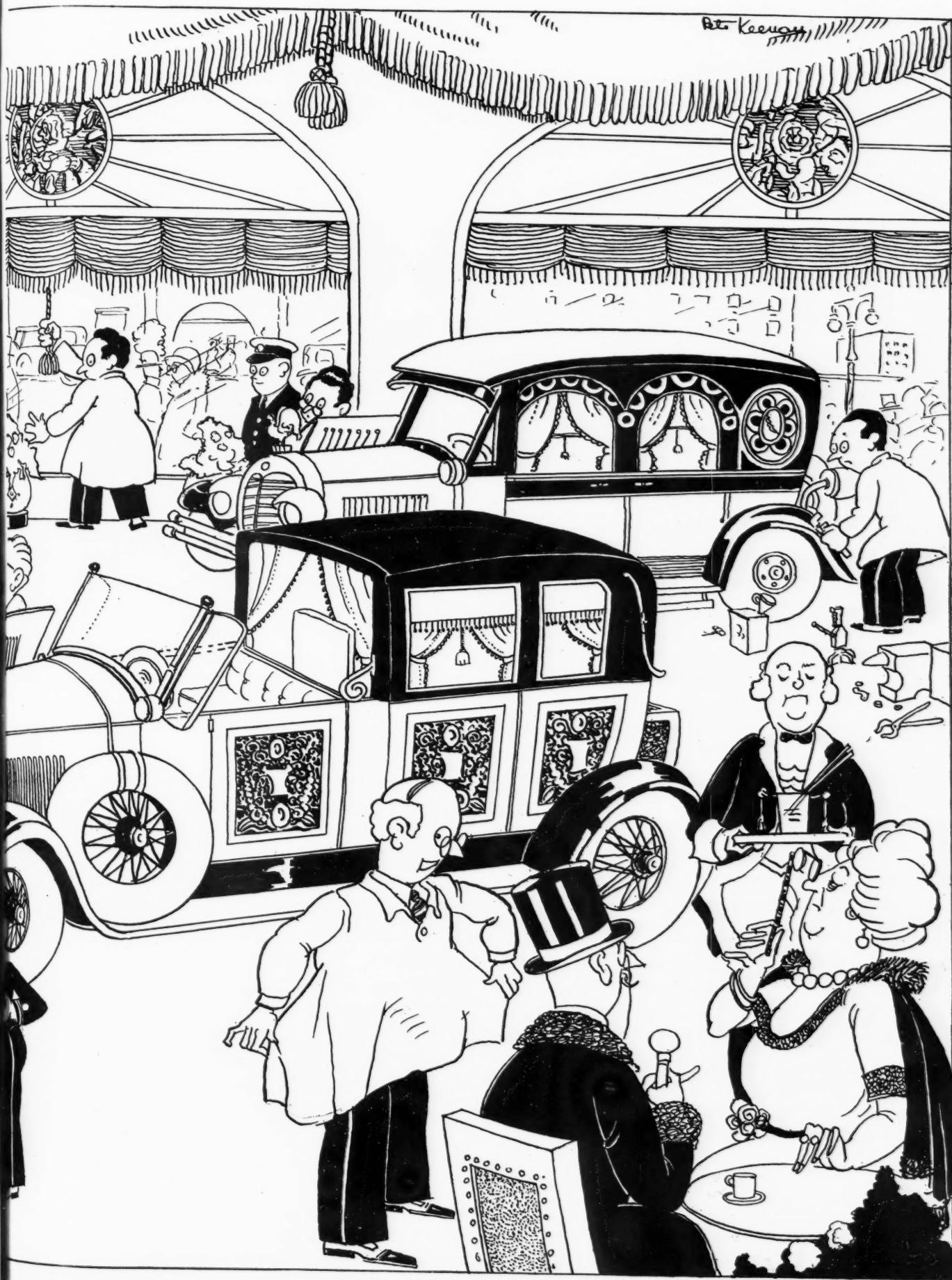
"Another reason for our growing business can be found in the fact that we have a secret mixture which we use to strip the paint from the car bodies ready for the painter and only charge from \$2 to \$5 each. We make money on it at that or we wouldn't keep it up.

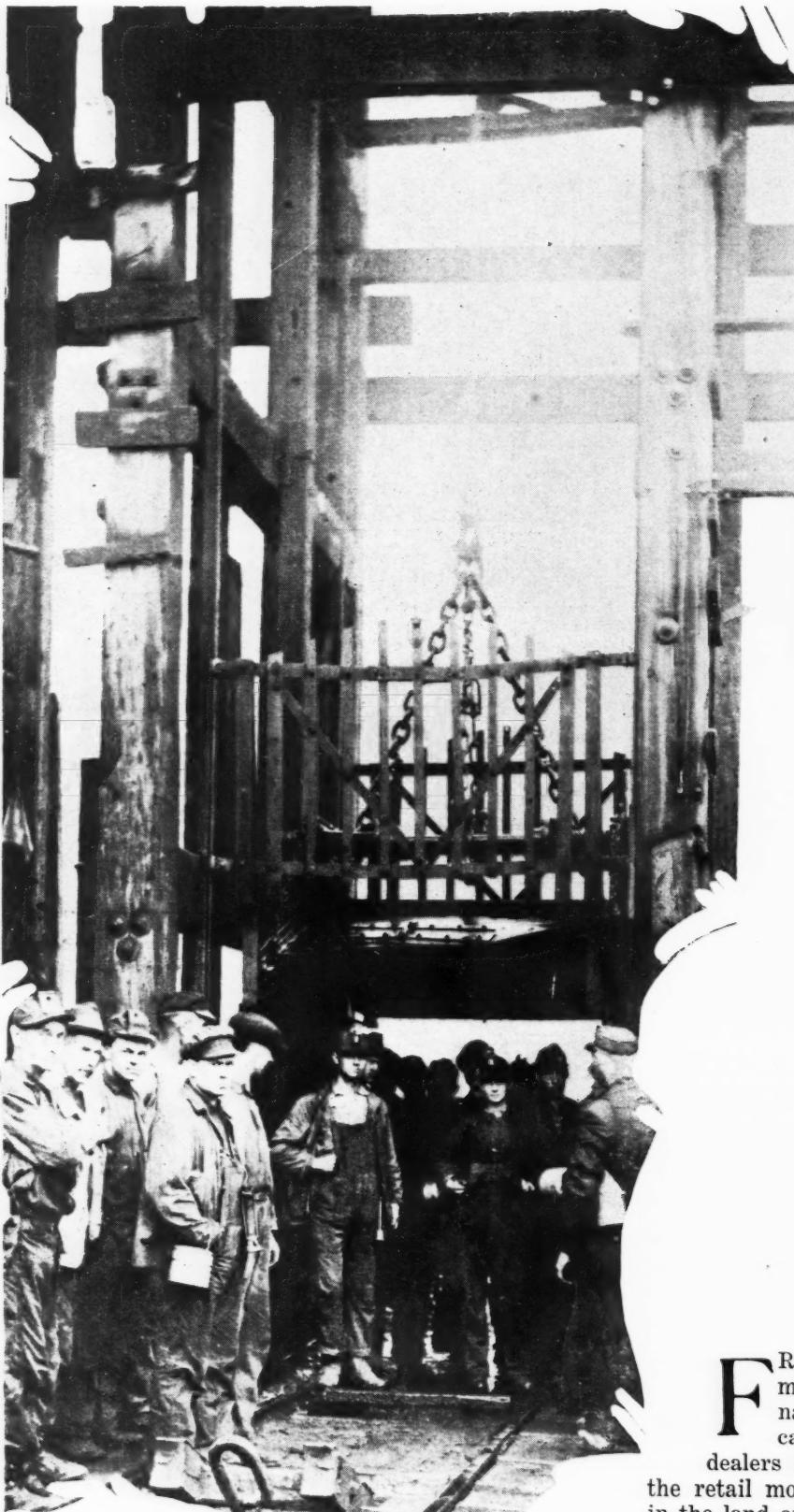
(Turn to page 38, please)

Hey! How About Some Service?



By Pete Keenan





Typical car prospects of the anthracite coal region. Here they are ready to be sped down the shaft to their toil in the bowels of the earth.



It's Dig!

*For the Car
Make a*

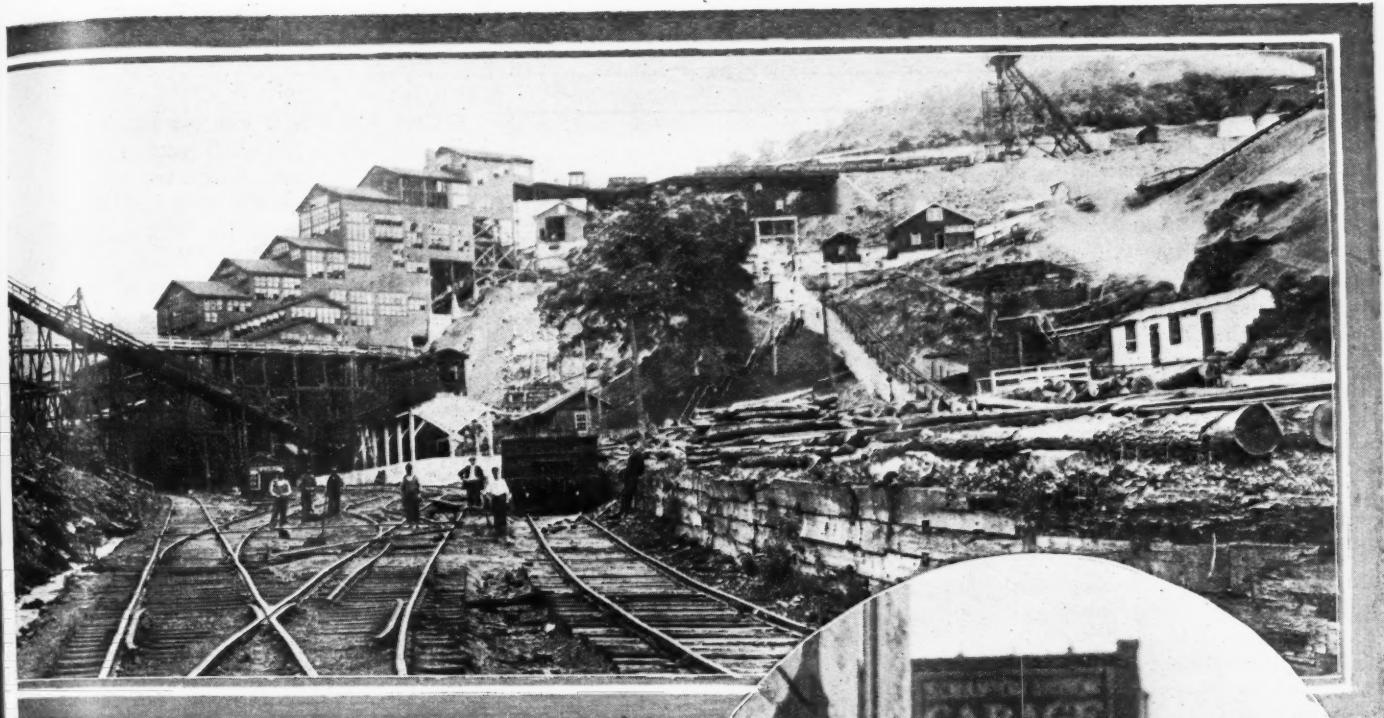
Among

By Luke Hayes

FRANK M. WYMBs, the Willys-Overland merchant in Scranton, Pa., faces the alternative of selling approximately 600 used cars every year or going the way that many dealers have gone in their efforts to prove that the retail motor car business is an alluring vacation in the land of anthracite, where they have culm banks as high as skyscrapers and coal piles that burn through an eternity.

In this land of plenty and poverty, where marble banks and wooden schoolhouses vie with each other to produce prosperity, and where the English language is used only above ground, the dealer in motor cars, both new and used, must be an able citizen, one who knows about selling automobiles from stem to stern.

This anthracite country is a land of contrasts and surprises. There isn't any standard by which one can judge the prosperity of a man, merely by looking at



Dig! Dig!

*Car Dealer Who'd
make a
Success
of Miners*

¶ One Anthracite Automobile Merchant Who Sells 600 Used Cars Annually and Makes a Profit With the Help of a Weekly Collection System

him. Many a caller is like a singed cat, much better than he looks.

The reticent caller in rough clothes with the evidence of subterranean endeavors showing around his eyes—and maybe his neck—might be a mine superintendent, an engineer or a boss who controls some 1500 or 1600 men.

He might have a tough time with his English, too,



Top: An anthracite colliery

and get across the fact, after much difficulty, that when he comes again he will bring along his little girl. She can speak English, you can bet, and she speaks at least one other of the 15 or 20 languages that are common in the mine country.

The contrast comes, too, with the gentlemen who would not shake hands with the man just described

Frank Wymbs is as active in the sales end of his dealership in Scranton, Pa., as he was when he took his first car on a note

I T ' S

D I G !

D I G !

D I G !

who, as prospective buyers for motor cars, are not to be rated in the class with the former.

Yes, it's a region of contrasts, and the motor car merchant simply has to use his wits and his common sense every minute to dispose of his stocks and get his money for them.

In an interview Mr. Wymbs disclosed a number of points on used-car handling that are novel and somewhat at variance with the usual practice and conventional ideas. Last year Mr. Wymbs sold 625 used cars and made a net profit of \$1,800 on them. That's his first claim as an authority on the subject of selling them.

He did it in the roughest region of the United States, and at a time when that territory was suffering from the effects of a prolonged strike that involved, directly, 168,000 men, and indirectly, everyone in the region.

He did it at a time when money was tight; it takes the mine country months to recover from one of these perennial struggles, so that the barometer of business does not fluctuate concurrently with the underground operations.

In this sort of a setting, to successfully dispose of 625 used cars in a year, and do it every year, in strike season and out, is an achievement that anybody will recognize.

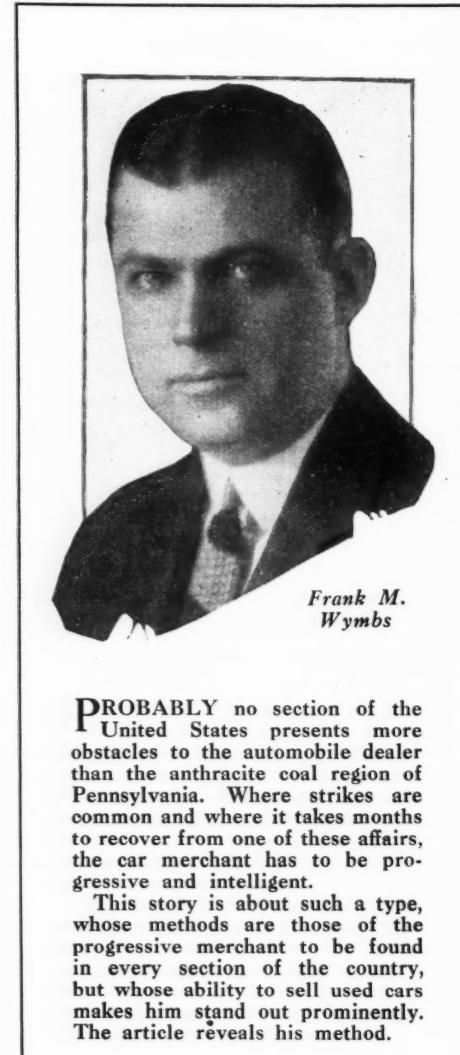
But disposing of used cars is Mr. Wymbs' specialty. He says that a used car ought to carry the same guarantee that a new car does and to prove that he believes in doing what he preaches, he does it. And should trouble develop during the 90-day period, he corrects it at his own expense and keeps the owner satisfied.

Of course this is contrary to general practice and a good many dealers would debate all night over the wisdom of it, but he says that his firm doesn't lose any money by such a policy.

The big vital factor in moving used cars from the Wymbs stock is the manner of financing the deals. This is done by a system originated and developed by Mr. Wymbs under the stress of necessity.

With conditions in the mines bad, and the banks refusing used-car paper, a stone wall loomed in front of Mr. Wymbs. If he did move them and did not get the money the wall loomed just as high and just as long. So it was up to him to do something convincing.

The curbstone used-car brokers were fading fast, and the dealers handling other lines of used cars were carrying back stocks of used cars. The banks were cold and private agencies didn't care to play that game. So Mr. Wymbs set up a system all his own. He sent his men to bring in the used-car customers. He saw to it that each car was in first-class condition, because he says



Frank M.
Wymbs

PROBABLY no section of the United States presents more obstacles to the automobile dealer than the anthracite coal region of Pennsylvania. Where strikes are common and where it takes months to recover from one of these affairs, the car merchant has to be progressive and intelligent.

This story is about such a type, whose methods are those of the progressive merchant to be found in every section of the country, but whose ability to sell used cars makes him stand out prominently. The article reveals his method.

that a car in right condition and thoroughly polished and cleaned so that it looks like a new car as nearly as possible, will sell itself.

The burden of his talk with all the customers was "terms." He talked "terms," not cars. The prospects wanted the cars all right, and they were satisfied that they were all right, because they looked all right. Mr. Wymbs said it was okeh and backed it with a 90-day guarantee—it must be good.

"Terms" was the subject of discussion. How were they going to pay for them? What money did they have to put down for them? What revenues did they have coming into their possession and how much could they afford to pay weekly on their purchase?

Yes—some other dealer down the street would allow them to pay by the month, and the most they were asked before to pay was twice a month. So they couldn't understand why he wanted to have them pay every week.

It didn't matter what they could not see—but he wanted them to just the same. If they could and would agree to pay, absolutely every week, and allow one of Mr. Wymbs' collectors to come around and see them each week on a day stipulated he would sell them the car at the price stated. And he would guarantee it for 90 days and assure them that the car was good for a long, long time.

When a deal was made, all these things were put in writing and the terms of the deal given to the collection department to be taken care of every week until the car had been paid for. With collections amounting to \$3,500 a month, and with neglected payments not exceeding \$100 a month, it will be seen that the plan worked well.

The key to the proposition lies in the very careful scrutiny of all the accounts, all the time, and in keeping after the collector to be sure that all calls are made and that collections are kept strictly up to date. The small weekly payment followed closely will dispose of the obligation more easily and more quickly than any other method, so Mr. Wymbs says. A break in the line of payments will be noted more quickly and corrective measures be taken more promptly than when the payments are spread over wider periods.

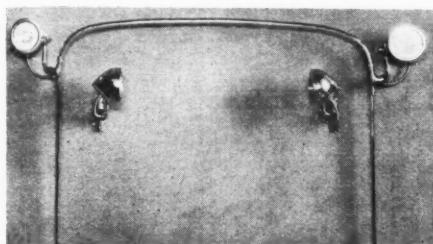
Thus Mr. Wymbs has been able to create and operate his own financing system on used cars. He prefers it to any other plan, because he gets his money for his used cars and makes many contacts through intimate handling of the sales of the used cars, which later develop into new-car buyers.

Mr. Wymbs carries, most of the time, from \$35,000 to \$50,000 used-car paper on his books. Ninety per cent
(Turn to page 38, please)

Accessories

Cowl Lights and Bands

THE dressing up of cars to give them the appearance of the 1928 and '29 models, has been helped by the introduction of cowl saddle lights and bands, one of the newest products of the Armstrong Co., 6340 Penn Ave., Pittsburgh, Pa. As will be seen, the assembly consists of a cowl band, such as has been recently introduced on some of the newest models. It is certain that the addition of this snappy piece of trim adds immeasurably to the new appearance of any car. This complete assembly, ready to install, includes the solid band forged to shape of the cowl, two attractive bullet-shaped lights, two brackets, switch and nickel screws. All



parts are of solid brass, heavily nickelized. Of course, in ordering these it is most essential to give the make and model number of the car. The complete installation lists at \$37.50, though individual parts may be purchased separately. Very attractive discounts are offered to dealers.

In addition to these saddle lights and bands, other products of the Armstrong Co. include fender tire wells, to be installed in the front fenders of a car, silk shades, assist cords, tire mirrors, De Luxe trunks and monograms, made of sterling silver, gold plate if desired, and with raised letters. Further information on this line may be had by writing directly to the Armstrong Co.

Tow Line

A 16-FOOT tow rope, with a patented rope twist feature, is being manu-



factured and marketed by the Akron Rope Products Company of Akron,

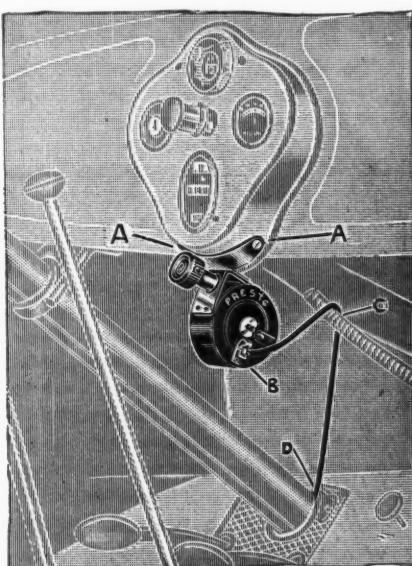
Ohio, under "Erie" and other brand names. Each rope is equipped with strong galvanized wrought iron hooks on each end.

A special rope under "Huron" brand is made for truck service and is good for a ten-ton pull, according to the manufacturer.

The rope is made to sell at retail for \$1.00, which price allows a very liberal margin for the dealer. The dealer's price is graded on one, two and five-dozen lots. Selling helps are packed in each shipping carton in conjunction with the slogan "When needed, a friend indeed."

Cigar Lighter

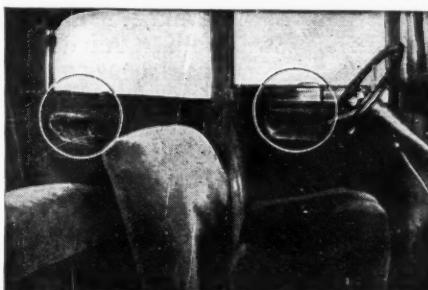
THE well-known Presto cigar lighter made by the Metal Specialties Mfg. Co., 338-352 N. Kedzie Ave., Chicago, Ill., is now made with a mounting which makes it suitable for installation on the Model A Ford. As will be seen, this bracket attaches immediately below the Ford instrument board and is securely bolted into place by two bolts as indicated at "A" and "A." These bolts, or more correctly screws, are already in the instrument



panel and it is merely necessary to remove them, hold the cigar lighter in place, and put the screws back, in order to complete the installation of the lighter. A lead is then brought from the generator terminal to the lighter and the installation is complete and ready for use. The list price for this lighter is \$2.50 with very attractive discount to dealers.

Adjustable Arm Rest

ADJUSTABLE arm rests made for the driver as well as the passengers in an automobile are being produced and distributed by the Standard Arm Rest Mfg. Co., Providence, R. I. The Standard adjustable auto arm rest



is upholstered in Standard quality material of neutral shades in taupe, brown, blue and gray to harmonize with the interior of the automobile. They retail for \$3 each, \$5.50 per pair or \$10 for a complete set of four. Customary discounts are given to dealers and jobbers.

Tank Drainer

THE description of the Eco-Matic Tank Drainer in the issue of April 19 carried the heading, "Air Line Filter." To correct any wrong impression this heading may have conveyed, it is explained that this tank drainer is furnished in addition to the usual filtering trap and its operation is to remove the moisture and oil that gather in the main tank of air compressor.

Wheel Pullers

SOLID steel wheel pullers, as shown, are a product of the National Machine & Tool Co., of 801 S. Water St., Jackson, Mich. These pullers are made from high-grade steel and combine utility and endurance. By screwing the puller up tight on the threads of the axle shaft and striking the shaft a sharp blow, the most stubborn wheel is readily removed without damage to the



shaft. These are available in sizes to fit all cars.

A FACTORY EXECUTIVE DISCUSSES USED CARS

(Continued from page 21)

vantages of automobile ownership as a consequence.

"Every good automobile today is built with many years of service in it. The original purchaser generally turns it in for a new model after he has driven it several years. There remain in the car many miles of unused service, available at extremely low cost to the man who places a lesser premium upon style than he does on economic transportation.

"Eliminate the used car from the market, and a good share of those 10,000,000 people would be denied the advantage of automobile ownership. And most of those other 10,000,000 motorists would be driving cars that do not measure up to their ideas of style simply because they would not be able to get a trade-in allowance, and would refuse to junk their cars with unused value remaining in them.

"The result would have been a great many less new-car sales within the past 20 years, and most of those 20,000,000 present automobile owners would have either no car at all or a car that fell short of their present taste for style, durability and performance.

"Our dealers know that the used-car buyer of today is the new-car buyer of tomorrow. They are anxious to satisfy him because it means future business. By reason of the unprecedented demand for new Chevrolet cars our dealers are stocked with a better variety of used cars than ever before—cars that are better serviced, better finished and that represent better values. There is every indication that our used-car turnover this year will establish a new high record."

"What are your ideas about the ultimate number of automobiles that will be owned in this country?" Mr. Grant was asked. "In your opinion will the so-called saturation point ever be reached.

"Any ideas about a saturation point being reached in the number of automobiles are preposterous," was his reply.

"Eminent statisticians have estimated that the population of the United States will double in 70 years; in other words, it will total 240,000,000. In Los Angeles there is now an automobile for every three persons. The nation may be expected to reach this average in 70 years, and that, to my way of figuring, would mean about 80,000,000 automobiles."

Now to relate a bit about the man who wields a million-a-year-car big stick.

Mr. Grant has surrounded himself with a large staff of merchandisers. He has cut up the country into regions and has sub-divided these into zones. Competent men have been placed in charge of each district and devote their efforts to intensifying Chevrolet sales in their respective territories. But Mr. Grant does more than sit behind his desk and direct this activity. He goes out into the field, travels approximately 50,000 miles a year, delivers scores of inspirational addresses,

and, at the same time senses the problems that are to be met.

In some respects it seems odd that R. H. Grant should be the selling genius that he is. He has never taken a course in salesmanship. When a student at Harvard he pursued a general course. But he is made of the stuff that gets men to the front. He is a natural-born sales organizer, and above all he is the kind of man who dominates whatever he goes into.

It is an interesting path he has traversed since his graduation from Harvard in 1901. His first three years were spent at Boston, where he worked for the New England Telephone Co. Then he transferred his activities to Dayton, Ohio, where he became a \$28-a-week clerk for the National Cash Register Co..

The real turning point in his life came while working as an "inside man" for the department store service of the cash register company. His superior had been scheduled to address a group of credit men from Chicago. But his superior failed to appear and the burden

of delivering the speech fell upon the then young Mr. Grant. It had to be extemporaneous for he hadn't planned to talk.

The speech turned out to be an excellent presentation. His superiors were quick to grasp his ability. He was put on the road and for the next three years was selling cash registers at retail in St. Louis, Philadelphia and Atlanta. Later he returned to Ohio and introduced, during the next three years, the present elaborate cash register system which is now used in America's largest department stores. In 1913 Mr. Grant became general sales manager of the National Cash Register Co. and remained until August 1, 1915, when he became general manager of the Delco-Light Co., of Dayton, now a division of General Motors Corp.

He is given credit for the building up of the farm lighting business and making it a recognized industry. In 1921 he brought to the Delco-Light Co. another product now commercially known as "Frigidaire," an electric refrigerator. It was also through his efforts that this household electric refrigerator was started on its way to success.

In May, 1924, he was made vice-president and general sales manager of the Chevrolet Motor Co. In 1924 Chevrolet production was approximately 300,000 cars. Last year, just three years after, the million mark was exceeded.

Away from his job Mr. Grant will tell you that he gets the most enjoyment out of his farm. Occasionally he plays a game of golf, but it is the farm located near his home in Dayton that holds the greatest attraction for him.

"I get a great kick out of farming," he said, "but I don't get near the kick out of it that I get out of selling cars."

Useful Shop Equipment

Wrench Combinations

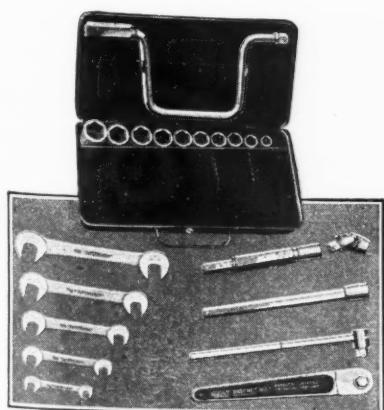
THE organizations of J. H. Williams & Co., of Buffalo, and the Husky Wrench Co., of Milwaukee, have united to develop combinations of open-end and socket wrench sets. Illustrated herewith are two Williams-Husky combination wrench sets. The No. 642 Williams-Husky Mechanics' Wrench Kit is a unique combination of Williams' super-renches and Husky socket wrenches for the garage mechanic. This assortment is not only a complete wrench set in itself, but also is a most practical and substantial tool kit which



provides ample room for extra tools.

The kit includes five Williams super-renches (choice of engineers or obstruction pattern), 10 different openings $\frac{3}{8}$ to $\frac{7}{8}$ in.; six tappet pattern super-renches with opening $\frac{1}{2}$ to $\frac{7}{8}$ to 1 in. Hex. or $\frac{1}{2}$ to $\frac{7}{8}$ in. Hex., with 7 most popular wrench handles (either 9/16 in. Hex. or $\frac{1}{2}$ in. square, as desired). The kit is made of 20 gage auto body steel, finished in durable black lacquer. Size 20 $\frac{1}{2}$ by 5 $\frac{1}{2}$ by 8 in. high.

No. 321 Williams Husky economy wrench set is a smaller assortment



than the above kit but is sufficiently comprehensive to meet average everyday needs. The compact metal box

measures 11 $\frac{1}{2}$ by 5 $\frac{1}{2}$ by 2 $\frac{1}{4}$ in. and is designed to fit the side pocket of any car.

The set contains 5 Williams super-renches (choice of either engineers or obstruction pattern) with 10 different openings $\frac{3}{8}$ to $\frac{7}{8}$ in., and 10 Husky sockets, sizes 7/16 to $\frac{7}{8}$ in. Hex. together with the six most efficient socket wrench handles (either 9/16 in. Hex. or $\frac{1}{2}$ in. square as desired).

Prices and full information will be furnished by either of the above manufacturers.

New Valve Refacer Table

A HANDY article for service stations and garages is now being announced by The United States Electrical Tool Co., Cincinnati, Ohio. This is a sturdy steel table designed to be



used with either the Model A or B, U. S. Valve Refacer. Across the front of this table is a rack which holds sixteen valves, and a useful tray or shelf is built underneath. The table stands 32 in. high, is 31 $\frac{1}{2}$ in. long and 18 in. wide.

Two-Tube Vulcanizer

A NEW Shaler vulcanizer known as the Type M-2 is capable of making repairs on practically all sizes of tubes. This is a product of the Shaler Company of Milwaukee and Waupun, Wis., makers of the well-known Shaler patch and heat units. The use of this vulcanizer makes it possible to handle a big volume of repairs with dispatch. The repairs made by the Shaler Patch-

and-Heat unit possess great adhesive properties and are said to outlast the tube and have a tensile strength of over 3400 lb. per square inch. At the



present time a special offer prevails on the Shaler M-2 vulcanizer. Jobbers have been authorized to supply this vulcanizer at 97 cents with every initial order for an assortment of Patch-and-Heat units consisting of 50 round, 50 oblong and 25 extra-long units. The extra-long units will vulcanize a unit 3 in. long at one setting, without the use of any semi-cured inside backing stock.

New Soft Faced Hammer

PROTECTION of hardened or finished parts of engines and other automotive units is assured by the Chanson soft faced hammer. Unlike hammers of solid soft metal, this hammer does not lose its balance after usage. The body is made of steel. The soft metal plugs are accurately machined to a pressed fit in the steel body of the hammer head. These are easily removed with a drift pin when replacement is necessary. These hammers come in different sizes from the No. 1,



which has a handle length of 10 in., a weight of $\frac{3}{4}$ lb., and sells at \$1.30, to the No. 8, which has a 24 in. handle, weighs 8 lb. and sells for \$7. Extra copper, steel or babbitt plugs for these hammers, vary in price from 20 cents for the smallest size to \$1 for the largest. One drift pin for removing plugs is furnished with each hammer. These hammers are made by the Chanson Division of the Illinois Iron & Bolt Co., Carpentersville, Ill.

CLEANING UP WITH A CAR LAUNDRY

(Continued from page 29)

The former price was from \$10 to \$15 and the painters who did the work the old-fashioned way with sand paper and elbow grease aver that they lost money at that figure. It took me only a little while to have them send us all of that class of work as they were painters and not strippers and could get more work to do when they reduced their prices accordingly. Of course in cleaning the bodies we have the painters or others take off all removable parts such as luggage carriers, bumpers, etc., because it takes as long to remove these as it does to remove the old paint. If we do the removing we naturally make a charge.

"We offer our customers vacuum cleaning service for the interior of their cars, and this is surely appreciated, by the ladies especially. They know as no man does how difficult it is by any other method to

keep the inside of a car as clean as it should be. For this minor service we make no charge if the car is on our regular customer list for a wash as often as once a month, or oftener, as then it requires less than ten minutes to give even the largest car a hurried dusting. If it has been neglected, however, and the customer does not have us look after the outside as well, we naturally make a reasonable hourly charge.

"Another drawing card we offer our regular customers is a discount of two cents the gallon on gasoline and five cents the quart on oil, provided they let us take care of the appearance of their cars. A customer list is kept in the office by which all such discounts are determined and many are those who take advantage of this feature and generally profit thereby."

It's Dig! Dig! Dig! Among the Miners

(Continued from page 34)

of it is on the weekly basis. Collection is all-important and must be done with a definite action if a buyer defaults. Of course the finance rate must be just.

As we have said, these methods move quite a volume of cars.

In selling the 625 used cars last year, the House of Wymbs didn't give a single demonstration. It isn't necessary, Mr. Wymbs says, with a 90-day guarantee and a weekly payment plan. If after taking out the car, a prospect does not care to retain it he is allowed to bring it back within five days and exchange it for any new or used car in stock, the full price he paid for the car being allowed on the new car.

Naturally such a man must have other policies that are worth following. Mr. Wymbs entered the automobile business in 1921. He obtained his first car on a note and rented a showroom on a side street for \$10 a month. It wasn't easy to sell that car but it was done, and today Mr. Wymbs does an annual business amount-

ing to over \$1,000,000 a year. His firm occupies two buildings and has a large and aggressive selling organization.

He is a firm believer in exploitation any says that any merchant who intends to get ahead in his community must use every precaution to get his name, that of his firm and his merchandise before the public. Accordingly he goes in for spectacular stunts, intelligently staged. Every move is carefully planned in advance and his salesmen trained to take advantage of the crowds that gather in his showroom after the successful conclusion of any "stunt."

These policies work out very well, according to the Wymbs' formula, and he continues to do a successful business in used cars in the heart of the coal country, in strike season and out, and among members of a population that varies as widely as one could find in traveling from the United States to the British Isles and then through all Europe.

M. E. T. Is Answered

Ed. Note—The reader is referred to M.E.T.'s "Ask me Another" on page 42 of the April 12 MOTOR AGE.

I CAN'T make no flights of language like that M.E.T. guy can, but I think Miss L. was crazy as hell when she rolled around to sedan. If her Pan comes through like the new Fords do, she'll have no use for a dash. So lend me an ear and you shall hear what I think of mechanical hash.

You could call it hotel and apartment as well, and there'd be as much sense to that, as there would if you knew what the L-head would do with a tire valve cap for a hat. And if the tire could spare any precious air, why should it give it away? It's a tough old job to keep the motor cool with a hot-spot right in the way.

Now my idea for a clutch that's engaged is one of these companionate things. By the time the gear has been changed for a year it will have a whole pan full of rings. And a fly more or less means nothing, I guess, to a wheel that is tightly housed. If a guy shows much grief for a motor deceased, you can bet your last sou that he's soured.

What do we care where the water runs, or whether

it comes from the springs? How can the tank be a vacuum tank and yet have gas and things? If the plugs sit around with a mushy miss, will they always be faithful for life? If the flapper valve falls for the bow in the top, will she make him a one-man wife?

If the spark should gap at the cylinder bore, it would show that it's not trained well. The battery might quit without its discharge but that would be A. W. O. L. I tried once to sleep in a combustion chamber and never will do it again; the valves kept their heads popping up all the time and the piston slaps hurt like sin.

If you really would know what that juice will do, just take a drink and see; it has a punch like a steering knuckle, I know, 'cause it happened to me. When the breaker points at the magneto, it whispers this, I think: "If we tap the top of that condenser, we'll likely find a drink."

Now the major part of this spasm is o'er, and I think it goes to prove that no matter how free the rings are fitted, they always stay in the groove. It also shows the foolish state of the auto nomenclature. I surely hope that by this time, M.E.T. is back to nature.—K. D. Bell.

READERS' CLEARING HOUSE

Questions Answered By C. Edward Packer

A Sparking Heater

We have an Oakland car with a heater that mounts over the exhaust pipe and extends through the dash. This seems to generate electricity statically. I grounded the heater but the sparks between the heater and the dash continue. By attaching the heater and dash together, the sparks are eliminated. I am at a loss to know how these sparks are generated, as no wires are exposed so as to touch either the dash or the heater. If you could give me an idea of how this juice is generated, please let me know.—Stockdale Garage, Stockdale, Ohio.

YOU may be sure that this is not static that you have. Also grounding the heater would not accomplish anything, as it is already grounded, being securely attached to the engine. We suspect that the car body is partially insulated on the frame by means of anti-squeak, and that some accessory, such as a dashlight or spotlight, is grounded to the body of the car and is completing its circuit through the heater. You can certainly do no harm, and may do much good, by permanently connecting the dash to the ground by means of any good connection on the engine. We would suggest that you try this car in the dark with the engine running and all lights turned off, and see if sparks jump. If they do, it may possibly be high-tension leakage of some kind, but we doubt if this is the case. Then try it with the engine turned off and all lights turned on and wiggle the heater pipe. It is our guess that this will produce the greatest sparking, and if it does, you should by all means see that the dash is well grounded.

Air in the Water

We are having trouble with a Model 26-40 Master Six Buick heating. For the first 8 or 10 miles it runs cool and after that it gradually heats more. It seems to pump the water out through the overflow. The radiator has been flushed with acid and appears to be clean. The water pump stops pumping after the level gets down where there is only about a gallon left. Any information you could give us will be appreciated.—Warren Willey, Motor Inn Garage, Earlville, Ill.

YOU may be sure that there is an air leak at the pump shaft. Either repacking the pump or tightening up on the present packing will overcome this. With this air leak existing, air is drawn into the cooling system. This causes the water to foam and to be lost through the overflow pipe. Natu-

rally this water with air in it is not effectual for cooling. Also, as the lever is reduced as the result of loss through the overflow pipe, the pump eventually reaches a point where it is unable to circulate the remaining water. The cure is simple, and doing as suggested will surely overcome the trouble.

Valve Setting

When timing valves and it says to set the valve to a clearance of .006 or .008 in., does that mean that you should set the exhaust valve so that it has a clearance of .006 in. or .008 in.?—H. D. Williams, 708 Boulker, Tulsa, Okla.

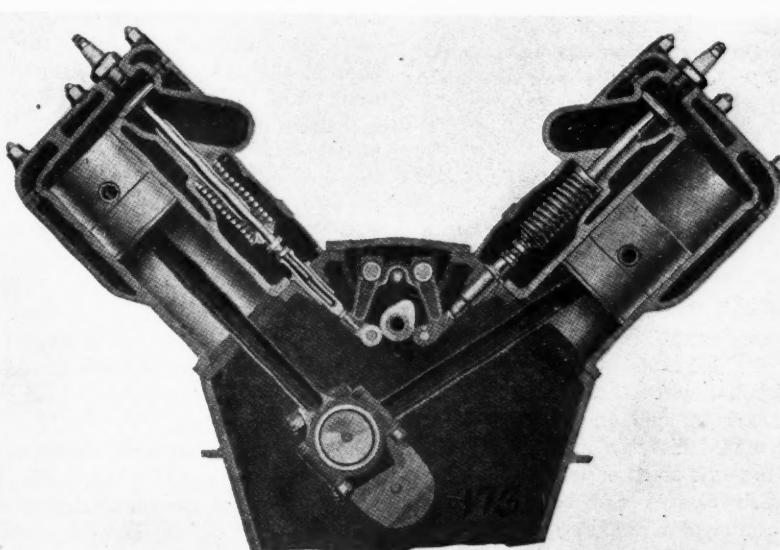
GENERALLY, if it says to set the valves with a clearance of .006 and .008 in. it means that the intake valve should have the .006 clearance and the exhaust valve should have the .008 clearance. Practically speaking, however, there is so little difference between .006 and .008 in., that if all valves are set to a clearance of .006 or .008, the results will be satisfactory.

Cause of Rod Breakage

I have a Cadillac that I would like to know something about. I have had two connecting rods break; the first one was the right rear rod, which broke just below the wrist pin. I was driving about 65 m.p.h. when the first one broke. I put in a new piston and rod, did a valve job and put in new rings. I then drove the car about 100 miles and was driving at a speed of 30 miles an hour when the rear left rod broke a little below center.

Now I would like to know what is the cause of these rods breaking. I would also like to know what the cure is. What is the proper valve tappet clearance and is there any way to take up the timing chain on this car, which is a Model 57?—L. W. Finnell, Shorty's Service Station, Goodwell, Okla.

FRANKLY, it is more or less of a guess as to just what has caused the rod breakage in your car. However, at 65 miles an hour, the engine is turning over pretty fast and the whipping strain of these long rods is considerable. With regard to the second breakage where the rear left-rod let go, we suspect that this may have been due to a bearing too tightly fitted. You will appreciate that such a condition would tend to spring the rod up and down as the shaft revolves, throwing the greatest strain on the center of the rod. These bearings should be fitted up so that the forked rod has a clearance on the shaft of .002 in. to .004 in. In no case should the clearance be less than .002 in., nor more than .006 in. Fitting the blade rod to the fork rod should be done so that there is a clearance of .004 to .005 in. If any of your clearances are less than those given, you are sure to have bearing trouble and you will appreciate that a tight running bearing throws an abnormal strain on the rod and is possibly the cause of your trouble. The valve tappet clearance with the engine cold, calls for .004 in. inlet and .006 in. exhaust. There is no chain adjustment.



Cross-section view of rods and bearings in Cadillac

[READERS' CLEARING HOUSE]

An Ambitious Generator

I have a 1923 Oakland car of my own here, which I use all of the time. About a year ago the generator got so that I had to sandpaper it about twice a day to keep it generating. I did that until finally it would not generate. Then I took it down, and put in new brushes, cleaned it up and turned the commutator and put it back, setting it to charge 10 amp. I don't know just when, but some time later I looked at the ammeter and it was charging as much as the hand would allow. Since then I have taken the generator down several times and changed brushes and tested everything, but on putting it back would find that the condition was the same as before. I would like to know if this trouble might be in the armature. I have thought possibly it would burn up and then I would put in a new one, but it doesn't seem to be getting any worse. I have seen the brushes red hot several times, but it just keeps on charging. I tried other ammeters, and I know the trouble is in the generator.—N. R. Emmons, Brawley, Cal.

WE suspect that the original burning of your commutator was due to an extremely high setting of the third brush. Of course, as the commutator got rougher with burning it burned more, which in turn made it rougher. In other words, it was an endless chain, getting worse and worse. Turning down the commutator and putting in new brushes evidently overcame your arcing. What happened, however, was that the third brush was not making a perfect contact. Evidently, as it wore down and made a more complete contact with the commutator, its surface extended in a direction of rotation. This is what is responsible for increasing your output. It is highly improbable that anything could happen in your armature that would so boost your output. It would be our suggestion that you move your third brush against the direction of generator rotation until your output does not exceed 16 amp., if this is a four-cylinder Oakland, or 21 amp., if it is a six-cylinder Oakland. You do not mention which one you have, so we are giving you the two settings.

Three Types of Rear Axles Defined

What is meant by semi-floating, three-quarter-floating, and full-floating rear axles? —Wilkinson Motor Co., Maxwell, Iowa.

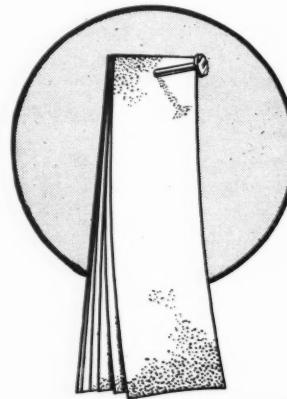
A SEMI-FLOATING, or fixed hub rear axle, is one in which the ends of the shafts are secured, generally by a key to the rear wheel hub. The bearings, one on each outer end, are mounted directly on the axle shaft. Thus the axle shaft supports the weight and also carries the bending stress, torque and the skidding and turning force.

In the three-quarter-floating axle,

SHOP KINKS

Ideas that have proved useful

THE most convenient and economical way that I have found for keeping fine sandpaper such as that used in sandy commutators, is to cut it into strips about one inch wide and then nail these strips to the wall. The strips are then pulled off as needed. Having the paper just the right size prevents waste and is a great convenience.—C. C. Rector, Lawson Motor Service, Gaston, Ind.



Readers of MOTOR AGE are invited to submit ideas that they have found useful in doing some particular service job in the shop in a better or quicker way. For each one published \$2.00 will be paid. Whenever possible the idea should be accompanied by a sketch or diagram from which a drawing can be made.

sometimes called the flanged hub, or flanged shaft type, the rear axle housing extends into the hubs of the wheels, as in the full-floating type. The outer ends of the axle shafts fit into the hub flange and are splined and the flange is bolted to the wheel hub. Only one bearing is used on each wheel hub, usually placed directly under the center of the wheel and mounted on the axle housing. The outer end of the axle shafts are supported by the wheels, which depend upon the axle shafts for alignment. In this type of rear axle where only one bearing is used under the center of the wheel, the stresses or strain are quite similar to those in the type just described.

The full-floating rear axle has two bearings in each rear wheel. These are mounted on the axle housing, thus the wheel runs on the housing and the housing supports the weight of the car and passengers. All of the bending

stress, due to weight or skidding, is carried by the housing. In this installation, the wheels could run independently of the axle shaft in its bearings on the housing, if necessary. Thus, the axle shafts turn freely within the housing and bear only the torque or twisting effect of turning the wheels. In other words, in this installation the axle shafts are said to float within the housing.

Low Oil Pressure is No Indication of Trouble

Is an oil pressure of $1\frac{1}{2}$ lb. at 20 miles an hour sufficient in a Studebaker light six engine? I have never had and could not get higher pressure. The oil pump and the oil line are in good condition.—S. Obenoff, 1706 Eighth Ave., Oakland, Calif.

AN oil pressure between 1 and 3 on the gage is ample. This is not a pressure system and the pressure indicated on the gage is merely that required to cause the oil to circulate. This system is called the circulating splash type. The oil is drawn from the oil pan by means of the gear pump driven from the accessory shaft. From the oil pump the oil passes through a pipe to the distributor pipe fastened to the under side of the crankcase. By means of four drilled holes in the crankcase registering with the distributor pipe hole, oil is conducted to the camshaft bearings. Through the bearing of the crankshaft are holes through which oil passes twice every revolution of the camshaft. When the holes in the camshaft register with the holes in the crankcase, oil is forced through, allowing gravity feed to the main bearings.

Besides these holes in the distributor pipe, there are three small holes drilled in the under side of the pipe to keep the troughs in the drip pan filled to a constant level. At each revolution splashes, which are a part of the connecting rod bearing cap, dip into these troughs, splashing oil which lubricates the connecting rod bearing, piston, cylinder walls and piston pins. From the passage in the case, through which oil is forced to the front camshaft bearing, is an outlet through the front of the case into which is screwed a slug, having four cross-drilled holes near the end. By this means oil is forced to the camshaft chain and sprocket, finally returning to the reservoir through a return opening under the front crankshaft bearing. With this explanation of the system, you will see that it would be impossible to maintain a very high pressure. In fact, a higher reading than you now have would probably indicate an obstruction in the line and would be undesirable.

[READERS' CLEARING HOUSE]

A Mysterious Knock

A 1926 Chevrolet which I overhauled recently has a peculiar knock which with all of my knowledge I cannot trace. To begin with I have honed this block to the proper size and clearance, using the cylinder gage and have the bore accurate to within .0005 in. Have fit in a set of .003 oversize Nelson Bohnalite pistons, together with the proper rings. Piston pins are a heavy push fit, rods have been realigned, connecting rods and main bearings have been accurately adjusted. A new silent timing gear was installed on the camshaft. Crankshaft gear is tight and shows no signs of wear. Cams on the camshaft are just the least bit worn, camshaft bearings are like new and have no end play. Valves have been reseated and are gas tight. Tappets show just the slightest signs of wear. Push rods are all straight. Rocker arms are O.K., and have been adjusted to .006. Valve timing is O.K. and ignition is O.K. The car runs and hits perfectly; can be throttled down to 3 miles an hour in high gear and has a wonderful pick-up, but when running about 15 miles per hour there is a very sharp knock. Also when this car is standing still with the engine running at about 15 miles per hour, the knock is the same as when on the road. By taking off No. 2 spark plug wire the engine runs as quiet as new engine. I have had this engine down since I first put it together and cannot find anything that could be causing this knock. Everything looks as perfect as modern

equipment can make it. I am not easily whipped, but this time I am going away back and sit down in the back seat until I hear from you or some knowing reader of your Clearing House Section, and any information will be highly appreciated.—John F. Bauer, Durand, Wis.

WEs suspect that even though you have lined up your rods that the knock that is bothering you is caused by misalignment of No. 2 rod. It seems impossible with the very careful work that you have done that it could be this, but there is just a chance that something has happened to it. Should any MOTOR AGE readers have any suggestions to make we shall be glad to hear them.

Curing Back Lash

We have in our territory a Chrysler 70 coach which has an excessive amount of back lash. We have installed the clutch shaft, second and high sliding gear and have checked the rear end, universal joints and ground the valves in the engine. All of this brought no results. The Chrysler people in this territory say it is in the second and high sliding gear and clutch shaft that this looseness develops, but having installed new

ones which fit perfectly, I know this cannot be the case. Is there any remedy for this? Any information regarding this will be appreciated.—Ralph W. Springer, F. G. Smart Motor Co., Sheridan, Ark.

IN all probability you will find that the back lash is in the splines of the clutch hub. You will probably also find that the pocket gear in the transmission is worn. The replacement of these parts should correct your trouble.

Dodging the 12-Volt Job

I want to install a 1919 Dodge engine in a light tractor and I want to get away from the 12-volt battery. I will not use a starter, and I figured that I could use a 6-volt battery by changing the ignition system over to a 6-volt coil. Will this work O.K.?—Guy J. Blanchett, 127 Russel Ave., Susanville, Calif.

THIS will work out satisfactorily, but your charging rate will probably be very low. This will probably be all right, however, because you will not be using the starting unit, and if you do need a little extra current you may be able to move the third brush over a bit by cutting a few extra teeth or notches in the third-brush adjustment.

Answers to Legal Queries

By Wellington Gustin

It Seems the Agreement Just Isn't

I am writing you for a little advice on a matter that has come up, and one that seems a little out of line for our lawyers. In the middle of January, I sent my engine to the factory to have a complete overhauling. The terms had all been agreed to and the factory guaranteed it would be in new-car shape and agreed to stand back of the job for one year. In due time I received bill of lading and engine. The bill of lading called for just two and one-half times the amount agreed upon. I didn't exactly like this, but paid for it and had motor installed. After two or three hours' running, the engine developed a bad oil leak through the front main bearing and had compression on four cylinders only. It had not hit six at any time, as the oil fouled the plug. I wrote and told the factory man the exact condition of affairs, and in turn he sent me a new front main bearing to be installed at my expense. What I am getting at is this: Don't you think they should call in that engine, and then correct the faults at their own expense? It hardly seems necessary that I should stand the expense of tearing down and putting together of this job twice. Any advice you can give me on this matter will be greatly appreciated.—Iowa Sub-scriber.

REPLYING to your favor, it appears that you have admitted the rights of the party to follow the course pursued. Perhaps there are other facts not disclosed in your letter which limit

your right to hold to the agreement as set out in your letter. For that reason your attorney should be able to properly advise you.

As set out in your letter, you say that the terms for repair and the year's guarantee had all been arranged and agreed upon. If this be the case, and you have not subsequently changed the terms, you are legally entitled to hold the repair party to the terms of the agreement. Certainly you erred in paying more than the amount agreed to. This fact is evidence against your contention of the amount as agreed. But it is not exclusive of further proof. You should, legally, be able to recover the over-payment as well as recover damages under the guarantee. But you must have proof of the contract, terms and guarantee.

Now what the factory should do, is a moral question, as presented by you. It would seem that what you suggest would be a matter of good business policy for the factory.

But you can't get redress from a moral wrong, except your appeal be voluntarily heeded by the other party.

Finally: Is not this factory in question in bankruptcy? More than that, are not its affairs being wound up with

no intention of resumption of business? If so, the moral side would not appeal to the receiver.

Disposing of a Car Abandoned in Storage

We have an old Ford light truck in our garage which has been left here by a man by the name of K. A. Jackson, 3234 Pinewood Ave., Toledo, Ohio. Mr. Jackson advised us that a man by the name of Jexter would call for it. Mr. Jackson said that if Mr. Jexter did not call for the car, we should notify Mr. Jackson at the address given above. Mr. Jexter did not call for the car and we have written Mr. Jackson, but our letter has been returned. There is about three months' storage charges on this car. The car is a junker or it has a very low resale value, about \$25. Please advise us what course to take to dispose of the car.—Carl Graf, Butler, Ind.

YOUR safest procedure would be to foreclose your lien on the car in question. You need an attorney for court procedure and to safeguard securing proper service on defendants according to your local statutes.

Lien attaches to the car regardless of who may be proper party defendant, unless the party ordering repairs or storage has no authority from the owner or his agent, and further exemption being in case of a stolen car.



*Since 1910 a Contented Reader
of Complaints*

PARMA, MICH.—I have been a reader of MOTOR AGE since 1910 and find the dealers' problems and complaints most interesting.—W. H. Knickerbocker.

*As Maine Goes, So Goes
the Nation*

BAR HARBOR, ME.—MOTOR AGE is O.K. It is interesting. Persons in the automobile business can profit by it.—H. F. Spratt.

*Hintz Doesn't—He Comes Right
Out With Praise*

MOTT, N. D.—I have been reading MOTOR AGE for some time and find its contents very useful and interesting.—Emil H. Hintz.

*A Kind Word From Heflin
Territory*

MOBILE, ALA.—MOTOR AGE is a good publication.—Turner Motors Co.

He's Particular

M. T. CARROLL, ILL.—I find the Readers' Clearing House the most interesting department in MOTOR AGE.—J. M. Libberton.

Without They'd Be Without

ELSBERRY, MO.—We could not get the latest without MOTOR AGE.—C. W. Miller & Son.

*He's Going Without New Shoes
to Have M. A.*

HALLETT, OKLA.—It may be that I have been forced to choose between a renewal of my subscription to MOTOR AGE and down payment on a new pair of shoes today. If that is true, in the many years that I have been a reader of MOTOR AGE, I have never be-

fore thought that I would be forced to go barefooted to read the magazine. But be that as it may, my check is enclosed.—W. R. Calhoun.

Sounding Off for R. C. H.

CANTON, OHIO—Of all the features of MOTOR AGE, we like Readers' Clearing House best.—Ralph W. Coy.

LETTERS to the editor from those whose "attention has been called"; from those who point with pride and those who view with alarm, from those who are easy to please and those who are hard to please; from those who are happy when they find a good thing and those who are happier when they find something they consider not so good; from those who boast and those who knock; from those who see the doughnut and those who see the hole; in other words, Dear Subscriber, from you and you and you—as well as from the man who borrows your copy of MOTOR AGE or reads it over your shoulder.

*If That's All You Need, You're
Well Off*

VALPARAISO, IND.—Please keep the Ford dope coming through. We need the encouragement.—M. F. French.

Authenticity Breeds Confidence

NORTH ENGLISH, IOWA—The new car data as published in MOTOR AGE is the most interesting feature to us.—Geiger Motor Co.



*The Architectural Editor
Takes a Bow*

GILROY, CALIF.—Your article on "Ford Sales and Service Building" in the April 19 MOTOR AGE was both instructive and enjoyed by us.—Byers Bros.

*Four Years of Reading Make
Him Want Us More*

ORIENT, IOWA—I can't get along without MOTOR AGE as I have read it for four years.—Glen M. Eatinger.

*I Owe a Debt to M. A., Iowa
Reader Implies*

SHEELSBURG, IOWA—I could not get along without MOTOR AGE.—A. C. Quenrod.

*Hot Stuff, Says a Hot Garage
in a Hot Town*

CALIENTE, NEV.—MOTOR AGE is all good from cover to cover.—Caliente Garage.

Blanket Endorsement

SUSANVILLE, CALIF.—The MOTOR AGE features of greatest interest to me are Readers' Clearing House, car descriptions and more Ford news and descriptions of car.—Guy J. Blancett.

He Doth Choose the News

LAWTON, N. D.—What feature of MOTOR AGE do I like best? News of the industry!—Louis C. Olsen.

Plays No Favorite

FREEMAN, S. D.—I like all of MOTOR AGE.—J. J. Albrecht.

Salve from Salvo

DENVER, COLO.—I like the whole magazine.—J. E. De Salvo.

Prices, Weights and Equipment of Current Passenger Car Models

Important Changes in Specifications and Price Tables since last issue:

Chevrolet
Sp. Cabriolet Price

Durant "Four" Prices Increased

Falcon Knight Prices

Locomobile “8-80” New Cabriolet

Passengers and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment
AUBURN "76"				
2-4p. Roadster . . .	\$1195		aeghmnrv
5p. Touring . . .	1395		aegbmnrv
5p. Sp. Cabriolet . . .	1295		aeghmnru
5p. Sp. Sedan . . .	1395		aeghjmnr
"88"				
2-4p. Roadster . . .	1495		aeghmnrv
.. Speedster . . .	1695		aeghmnrv
5p. Touring . . .	1695		aeghmnrv
.. Cabriolet . . .	1695		aeghmnru
5p. Phaeton Sed. . .	1895		aeghmnrr
5p. Sp. Sedan . . .	1595		aeghjmnr
5p. Sedan . . .	1695		aeghjmnr
"115"				
2-4p. Roadster . . .	1995		aeghmnrv
.. Speedster . . .	2195		aeghmnar
5p. Touring . . .	1195		aeghmnrv
7p. Touring . . .	1195		aeghmnrv
2-4p. Cabriolet . . .	2195		Beghjnmnu
5p. Phaeton Sed. . .	2395		aeghmnrr
5p. Sp. Sedan . . .	2095		aeghjmnpur
5p. Sedan . . .	2195		aeghjmnpur
7p. Sedan . . .	2395		aeghjmnpur
BUICK "115"				
4p. Del. Rdstr. . .	\$1195	2	2990	aghmnrr
5p. Touring Del. . .	1225	4	3240	aghmnrr
2-4p. Coupe . . .	1195	2	3110	aghmnrr
5p. 2d. Sedan . . .	1195	2	3215	aghmnrr
5p. 4d. Sedan . . .	1295	4	3300	aghmnrr
4p. Ctry. Club . . .	1275	4	3190	aghmnrr
5p. Town Bro'm . . .	1375	4	3305	aghmnrr
"120"				
4p. Coupe . . .	1465	2	3800	aghmnrr
5p. 4d. Sedan . . .	1495	4	3870	aghmnrr
5p. Town Bro'm . . .	1575		aghmnrr
"128"				
2-4p. Sp. Rdster . . .	1495	2	3655	aghmnrr
4p. Sp. Touring . . .	1525	4	3735	aghmnrr
5p. Coupe . . .	1850	4	3940	aghmnrr
4p. Ctry. Club . . .	1765	2	3905	aghmnrr
5p. Bro. Sedan . . .	1925	4	4050	aghmnrr
7p. Sedan . . .	1995	4	4115	aghmnrr

KEY TO SYMBOLS:

KEY TO SYMBOLS:	
D—Disk wheels with spare.	i—Trunk and trunk rack.
d—Disk wheels.	j—Trunk rack, no trunk.
e—Front and rear bumpers.	k—Spare tire.
f—Front bumper.	l—Spare tire lock.
g—Shock absorbers or snubbers.	m—Engine heat indicator.
h—Automatic windshield wiper.	n—Dash gasoline gauge.
	o—Car heater.
	p—Cigar lighter.
	r—Rear traffic signal.
	s—Spotlight.
	t—Vanity and smoking set.
	u—Smoking set.
	v—Vanity set.
	w—Windshield wings.
	x—Clock.
	z—Overall length.
	—Prices on application.

Prices, Weights and Equipment of Current Passenger Car Models

Passengers and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment	Passengers and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment	Passengers and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment	Passengers and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment
FORD "A"					HUPMOBILE "Century 6"					LA SALLE "125" W.B.					McFARLAN "Str. 8"				
2-4p. Roadster	\$335	2		Bghnr	5p. Phaeton	\$1425	2	2880	aghmr	2-4p. Roadster	\$2485	2	3755	aeghlmprx	2p. Roadster	\$2050	2	3400	aeghlmprx
5p. Phaeton	395	4		Bghnr	4p. Sportster	1435	2	2880	aghmr	5p. Phaeton	2485	4	3770	aeghlmprx	5p. Touring	2650	4	3400	aeghlmprx
2p. Coupe	495	2		Bghnr	7p. Phaeton	1455	4	2950	aghmr	5p. Sp. Phaeton	2975	4	4170	Beghjkmpnpx	7p. Touring	2750	4	3450	aeghlmprx
5p. Tudor Sedan	495	2		Bghnr	5p. Sedan 2d.	1345	2	2975	aghmr	2p. Bus. Coupe	2350	3	3930	aeghlmprtx	4p. Sp. Phaeton	3180	4	3200	aeghlmprx
2-4p. Spt. Coupe	550	2		Bghnr	5p. Sedan	1345	4	3040	aghmr	5p. Family Sedan	2350	4	4020	aeghlmprx	3p. Town Coupé	3180	2	3650	aeghlmprx
5p. Fordor Sedan	570	4		Bghnr	2p. Cabriolet	1475	2	2965	aghmr	2-4p. Coupe	2450	2	3965	aeghlmprx	5p. Sedan	3180	4	3650	aeghlmprx
FRANKLIN "Series 12"					"Century 125-8"					2-4p. Conv. Cpe.	2450	2	3890	aeghlmprx	5p. Brougham	3180	4	3850	aeghlmprx
119" W.B.					5p. Touring	1795	4	3300	aghmvx	4p. Victoria	2550	2	3985	aeghlmprx	7p. Town Car	4600	4	3750	aeghlmprx
3p. Coupe	\$2625	3390		aeghklmrx	7p. Touring	1895	4	3360	aghmvx	5p. Town Sedan	2495	4	4065	aeghlmprx	7p. Sedan	3680	4	4000	aeghlmprx
4-5p. Vic. Bro'm	2760	3470		aeghklmrx	2-4p. Roadster	1895	2	3355	aghmvx	5p. Trans. Cab.	4700	4	4000	aeghlmprx	7p. Sub. Sedan	3780	4	4000	aeghlmprx
5p. Sedan	2790	3500		aeghklmrx	5p. Brougham	2095	2	3515	aghmvx										
5p. Ox. Sedan	2815	3500		aeghklmrx	2-4p. Coupe	2195	2	3465	aghmvx										
5p. Spt. Sedan	2910	3550		aeghklmrx	5p. Sedan	2195	4	3545	aghmvx										
3-5p. Con't Cpe.	2925	3450		aeghklmrx	5p. Victoria	2195	2	3525	aghmvx										
128" W.B.					7p. Sedan	2520	4	3360	aghmvx										
2-4p. Sp. Runab't	2975	3450		aeghklmrx	"Century 8"														
5p. Sp. Touring	2975	3450		aeghklmrx	5p. Phaeton	1905													
7p. Touring	3060	3540		aeghklmrx	4p. Spt. Saloon	1295	2	2775	aghmvx										
7p. Sdn	2980	3700		aeghklmrx	2-4p. Tomboy	1395	2	2650	aghmvx										
7p. Ox. Sedan	3715	3700		aeghklmrx	5p. Sedan	1395	4	2775	aghmrxt										
7p. Limousine	3080	3780		aeghklmrx	4p. Playboy	1845	2	2915	aghmrnx										
GARDNER "75 Std"					4p. Sp. Coupe	1895	2	3070	aghmrnx										
4p. Roaster	\$1195	2	2995	ahfmr	4p. Cus. Sedan	2575	4	4345	aeghlmprtx										
5p. Sp. Coupe	1295	2	3290	ahfmr	4p. Club Rdstr.	4600	2	5010	aeghlmprx										
4p. Vic. Coupe	1295	2	3290	ahfmr	7p. Spt. Touring	4600	4	4940	aeghlmprx										
5p. Club Sedan	1390	4	3265	ahfmr	4p. Sp. Phaeton	4600	4	4910	beghjkprwx										
5p. Std. Sedan	1495	4	3450	ahfmr	4p. Coupe	4600	2	4805	aeghlmprx										
"75 Del."					4p. Sedan	4800	4	5010	aeghlmprx										
4p. Roadster	1295	2	2995	aeghlmpr	4p. Sedan	4800	4	5010	aeghlmprx										
5p. Sp. Coupe	1395	2	3290	aeghlmpr	2p. Coupe	5000	2	4720	aeghlmprx										
4p. Vic. Coupe	1395	2	3290	aeghlmpr	4p. Vic. Cpe.	4800	4	4930	aeghlmprx										
5p. Club Sedan	1490	4	3265	aeghlmpr	7p. Sedan	5000	4	5050	aeghlmprx										
5p. Del. Sedan	1595	4	3450	aeghlmpr	4p. Limousine	5200	4	5165	aeghlmprx										
"85"					4p. Playboy	5500	4	5115	aeghlmprx										
4p. Roadster	1695	4	3340	aeghmr	4p. Sp. Coupé	5500	2	3070	aghmrnx										
5p. Brougham	1875	4	3360	aeghmr	4p. Cus. Sedan	1895	4	3200	aghmrxt										
5p. Sedan	1895	4	3380	aeghmr	4p. Victoria	1995	2	3185	aghmrnx										
"95"					5p. Sedan	1995	4	3300	aghmrnx										
2-4p. Roadster	2095				KISSEL "6-70"														
2-4p. Collap. Cpe.	2495				4p. Cpe. Roadster	\$1595	2	2920	ahmr										
5p. Brougham	2275	4			5p. Bro'm Sedan	1495	4	2915	ahmr										
5p. Sedan	2295	4			5p. Victoria	1595	2	2990	ahmr										
GRAHAM-PAIGE "610"					5p. Sedan	1595	4	3005	ahmr										
2p. Coupe	\$860	2			"8-80"														
5p. Sedan	875	4			5p. Phaeton	1885	4	3240	ahmr										
"614"					4p. Speedster	2095	2	3155	ahmr										
4p. Coupe	1275	2			4p. C. Rdstr.	2095	2	3343	ahmr										
5p. Sedan	1295	4			5p. Spec. Bro'm	1995	4	3345	ahmr										
"619"					5p. Bro'm Sedan	2095	4	3400	ahmr										
4p. Coupe	1575				5p. Conv. Bro'm	2495	4	3518	ahmr										
5p. Sedan	1595	4			7p. Touring	1985	4	3360	ahmr										
"629"					4p. Tourer	2095	4	3155	ahmr										
5p. Sedan	1985	4			5p. Bro'm Sedan	2295	4	3455	ahmr										
"629"					7p. Sedan	2495	4	3630	ahmr										
5p. Sedan	2105	4			"8-80"														
5p. Town Sedan	2085	4			4p. Coupe Rdstr.	1995	2	3350											
7p. Sedan	2110	4			5p. Brougham	1895	2	3250											
2-4p. Cabriolet	2185	2			5p. Sedan	1995	3	3350											
2-4p. Coupe	2185	2			4p. Victoria	1995	3	3320											
"835"					5p. Phaeton	2185	4	3220	ahmr										
5p. Sedan	2285	4			4p. Speedster	2395	2	3360	ahmr										
"835"					4p. C. Rdstr.	2395	4	3578	ahmr										
... Town Sedan	2385	4			5p. Spec. Bro'm	2235	2	3671	ahmr										
7p. Sedan	2410	4			5p. Bro's. Sedan	2395	4	3760	ahmr										
2-4p. Cabriolet	2485	2			5p. Conv. Bro'm	2795	4	3863	ahmr										
2-4p. Coupe	2485	2			7p. Touring	2285	4	3630	ahmr										
"830"					5p. Bro'm Sedan	2595	4	3755	ahmr										
5p. Sedan	2795	4			4p. Roadster	2795	4	3975	ahmr										
HUDSON "S"					7p. Sedan	2795	4	3975	ahmr										
2-4p. Coupe	\$1295	2	3525	ahmr	4p. Sportif	3275													
5p. Coach	1250	2	3575	ahmr	4p. C. Rdstr.	3185													
5p. Sedan	1325	4	3645	ahmr	5p. Del. Victoria	3185													
"O"					5p. Vic. Sedan	1395													
5p. Landau Sed.	1650	4	3780	ahmr	4p. Del. Tourer	3275													
5p. Std. Sedan	1450	4	3720	ahmr	4p. Del. Bro'm	3275													
4p. Victoria	1650	2	3710	ahmr	7p. Del. Sedan	3785													
7p. Sedan	1950	4	3945	ahmr	7p. Ber. Sed Del	3885													

KEY TO SYMBOLS:

- A—Wood wheels with spare
- B—Wire wheels
- C—Wire wheels with spare
- D—Disk wheels
- E—Front and rear bumpers
- F—Front bumper
- G—Shock absorbers or snubbers
- H—Automatic windshield wiper
- I—Trunk and trunk rack
- J—Trunk rack, no trunk
- K—Spare tire
- L—Spare tire lock
- M—Engine heat indicator
- N—Dash gasoline gage
- O—Car heater
- P—Cigar lighter
- R—Rear traffic signal
- S—Spotlight
- T—Vanity and smoking set
- U—Smoking set
- V—Vanity set
- W—Windshield wings
- X—Clock
- Z—Overall length
- B—Prices on application

Prices, Weights and Equipment of Current Passenger Car Models

Passengers and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment	Passenger and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment	Passenger and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment	Passenger and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment					
"Special"					"Std. 8"					"Wolverine"					"Commander"									
4p. Roadster.....	1225	2	2980	Dghmr	7p. Touring.....	3550	4			4p. Cabriolet.....	1195	2	2850	aeghmr	4p. Sp. Roadster..	\$1695	2	3333	aghlmnr					
5p. Touring.....	1135	4	2880	Dghmr	5p. Phaeton.....	3650	2			5p. Brougham.....	1195	2	2930	aehmr	5p. Club Sedan..	1435								
2-p. Cabriolet.....	1290	4	3070	Dghmr	2-p. Coupe.....	3550	2			5p. Sedan.....	1295	4	3090	aeghmr	2-p. Cpe. Regular..	1495	2		aghlmnr					
2-p. Bus. Coupe..	1165	2	3030	Dghmr	4p. Conv't Coupe	3650				ROAMER					4p. Vic. Regular..	1495	2	3500	aghlmnr					
5p. Sedan.....	1215	2	3150	Dghmrt	4p. Coupe.....	3750	2			2-p. Roadster.....	\$1595	2	3450		5p. Cpe. Regal....	1495	4	3566	aghlmpru					
4p. Coupe.....	1245	2	3030	Dghmr	5p. Club Sedan..	3750	4			2-p. Coupe.....	1750	2	3225		4p. Vic. Regal....	1625	2	3455	aghlmpr					
4p. Victoria.....	1295	2	3170	Dghmr	5p. Sedan.....	3750	4			5p. Sedan.....	1795	2	3380		5p. Sed. Regal....	1625	4	3466	aghlmpru					
5p. Sedan.....	1265	4	3250	Dghmrt	5p. Sedan Lim..	3850	4			2-p. Cabriolet.....														
5p. Coupe.....	1445	4	3380	Dghmrt	PEERLESS					2-p. Coupe.....	1885	2	3410	ag	"President 8"									
"Advanced"					"6-40"					5p. Sed. Regular..	1885	4	4000	aghilmpru										
121" W.B.					2-p. Roadster.....	\$1195	2	2600	Dghlmnr	5p. Brougham.....	1885	2	3440	ag	STUTZ "BB"									
4p. Roadster.....	1475	2	3400	Dghmnr	5p. Phaeton.....	1195	4	2765	Dghlmpr	5p. Sedan.....	1885	4	3570	ag	"Si. Ghost"									
5p. Touring.....	1340	4	3400	Dghmnr	2-p. Coupe.....	1295	4	2725	Dghlmnr	5p. State Sedan..	2250	4	4185	Bghklimpr										
5p. Sedan.....	1425	2	3620	Dghlmrt	5p. Brougham.....	1195	4			5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Sedan.....	1495	4	3650	Dghlmrt	5p. Sedan.....	1295	4	2895	Dghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
127" W.B.					"6-50"					5p. Sed. Regular..	1885	4	4040	aghilmpru										
7p. Touring.....	1440	4	3500	Dghmnr	5p. Phaeton.....	1395	4	2850	aeghlmnrw	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Sp. Touring..	1540	4	3500	Bghlmpr	2-p. Roadster.....	1495	2	3025	aeghlmnrw	5p. Brougham.....	1885	4	4040	aghilmpru										
4p. Victoria.....	1585	2	3640	Dghmrt	5p. Phaeton.....	1395	4	2975	aeghlmnr	5p. Sedan.....	1885	4	4040	aghilmpru										
4p. Coupe.....	1775	2	3650	Dghmnr	2-p. Coupe.....	1395	2	3000	aeghlmnr	5p. Sedan.....	1885	4	4040	aghilmpru										
5p. Amb. Sedan..	1925	4	3820	Dghmprt	5p. Std. Sedan..	1395	4	3125	aeghmr	5p. Sedan.....	1885	4	4040	aghilmpru										
7p. Sedan.....	1990	4	3830	Dghmrt	5p. Sp. Sedan..	1395	4	3100		5p. Sedan.....	1885	4	4040	aghilmpru										
7p. Imp. Sedan..	2165	4	3900	Dghmprt	5p. Del. Sedan..	1795	4	3125	Deghlmnr	5p. Sedan.....	1885	4	4040	aghilmpru										
OAKLAND					"6-91"					5p. Phaeton.....	1695	4	2930	aeghlmnrwx	5p. Sed. Regular..	1885	4	4040	aghilmpru					
"AA-6"					2-p. Sp. Roadster..	1695	2	2960	aeghlmnrwx	5p. Brougham.....	1885	4	4040	aghilmpru										
5p. Sp. Phaeton..	\$1095	4	2620	aehjn	4p. Coupe.....	1725	2	3050	aeghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
4p. Sp. Rdstr....	1075	2	2730	aehjn	5p. Sedan.....	1895	4	3200	aeghlmnr	5p. Sedan.....	1885	4	4040	aghilmpru										
2-p. Cabriolet..	1155	2	2825	ahn	5p. Landauet..	1995	4	3250	aeghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. 2d. Sedan..	1045	2	2890	ahn	4p. Victoria.....	1995	4	3250	aeghlmnr	5p. Sedan.....	1885	4	4040	aghilmpru										
3p. Land. Coupe..	1045	2	2805	ahn	5p. Std. Sedan..	1395	4	3125	aeghmr	5p. Sedan.....	1885	4	4040	aghilmpru										
5p. 4d. Sedan..	1145	4	2980	ahn	5p. Sp. Sedan..	1395	4	3100		5p. Sedan.....	1885	4	4040	aghilmpru										
5p. Land. Sedan..	1265	4	3050	aehnou	5p. Del. Sedan..	1795	4	3125	Deghlmnr	5p. Sedan.....	1885	4	4040	aghilmpru										
OLDSMOBILE					"F-28"					5p. Phaeton.....	1695	4	2930	aeghlmnrwx	5p. Sed. Regular..	1885	4	4040	aghilmpru					
"F-28"					2-p. Sp. Roadster..	1695	2	2960	aeghlmnrwx	5p. Brougham.....	1885	4	4040	aghilmpru										
Sp. Roadster.....	\$995				4p. Coupe.....	1725	2	3050	aeghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Sp. Touring..	995				5p. Sedan.....	1895	4	3200	aeghlmnr	5p. Sedan.....	1885	4	4040	aghilmpru										
2-p. Coupe.....	925				5p. Landauet..	1995	4	3250	aeghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
2-p. Spt. Coupe..	995				4p. Victoria.....	1995	4	3250	aeghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Sedan, 2d..	925	2			5p. Std. Sedan..	1395	4	3125	aeghlmnr	5p. Sedan.....	1885	4	4040	aghilmpru										
5p. Sedan, 4d..	1025	4			5p. Cab. Rdstr..	1245	2			5p. Sedan.....	1885	4	4040	aghilmpru										
5p. Landau Sed..	1085	4			4p. Roadster.....	\$3250	2	4252	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
PIERCE ARROW					"F-6-85"					4p. Touring.....	3250	4	4232	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru					
"F-28"					"81"					4p. Cab. Rdstr..	3550	2	4500	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru					
Sp. Roadster.....	\$995				4p. Coupe.....	3250	2	4275	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Sp. Touring..	995				4p. Cab. Rdstr..	3550	2	4275	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
2-p. Coupe.....	925				4p. Coupe.....	3550	2	4275	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
2-p. Coupe Cab..	525	2	2060	aghmr	4p. Cab. Rdstr..	3550	2	4275	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Coach.....	545	2	2122	aghmr	4p. Coupe.....	3550	2	4275	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Sedan.....	635	2	2160	aghmr	4p. Cab. Rdstr..	3550	2	4275	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
(6) Whippet					4p. Coupe.....	3550	2	4275	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
2-p. Roadster..	615	2			4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Touring.....	615	4			4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
2-p. Coupe.....	695	2			4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Coach.....	695	2			4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Sedan.....	745	4			4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
PACKARD					"36"					4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru					
"526"					4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
4p. Runabout..	\$2275	2	3620	Deghlmprx	4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Phaeton....	2275	4	3665	Deghlmprx	4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
5p. Sedan.....	2285	4	4000	Deghlmprx	4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
2-p. Coupe.....	2350	4	3950	Dghlmpr	4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
4p. Conv't Cpe..	2425	4	3875	Dghlmpr	4p. Coupe.....	3450	2	4340	Deghlmnr	5p. Sed. Regular..	1885	4	4040	aghilmpru										
"533"					4p. Coupe.....	3450																		

Mechanical Specifications of Current Passenger Car Models

PRODUCTS in last commences current cars distributed on a national basis only. Data for first

Practical Solution of the USED CAR *Problem*



IT is not enough that *we* know any used car sold by a Cadillac-LaSalle dealer to be an honest sale and a sound investment. It is necessary that the motoring public be convinced of it. That is what the advertising phase of the Cadillac-LaSalle Used Car Plan and Policy is doing—convincing motor car buyers, first of all, that there is no substitute for the distinction, prestige and joy-

ous satisfaction of a Cadillac-built car—even though that car has been driven a few thousand miles by a first owner; and secondly that any used car sold by a Cadillac-LaSalle dealer must performe be a reputable car and a good investment because Cadillac-LaSalle dealers *are* reputable and reliable. It is not so surprising, therefore, that Cadillac-LaSalle dealers uniformly report a good used car business.

CADILLAC MOTOR CAR COMPANY
Division of General Motors
Detroit, Michigan Oshawa, Canada

Mechanical Specifications of Current Passenger Car Models—Continued

KEY OF SYMBOLS

- Others Used
- At extra cost
- On Royal models of
- Semi-floating
- Three-quarter float
- Aluminum
- Aluminum with steel
- Semi-steel
- F-Front, rear

When the Public PROVES its Preference THAT'S THE LINE YOU WANT

For every **THREE** buyers
who bought Chrysler
in 1924, **NINETEEN** preferred
Chrysler in 1927. Has
your business shown as
much increase? ~ ~ ~

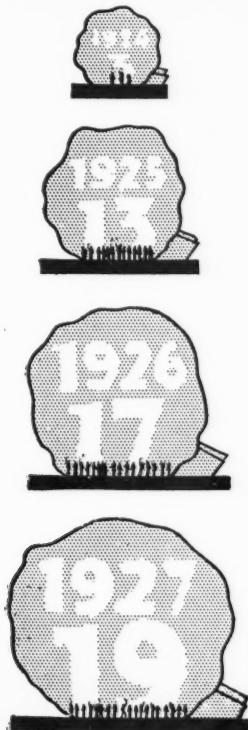
No greater proof can be given of the public preference for Chrysler cars than Chrysler's phenomenal rise in the industry — from 27th to 3rd place in 42 months.

Any Chrysler dealer can expect a public preference greater than for any other car because every prospect is a Chrysler prospect. With four cars, one in each of the four price classes, he can be selling something all the time, assuring himself of a steady, profitable business.

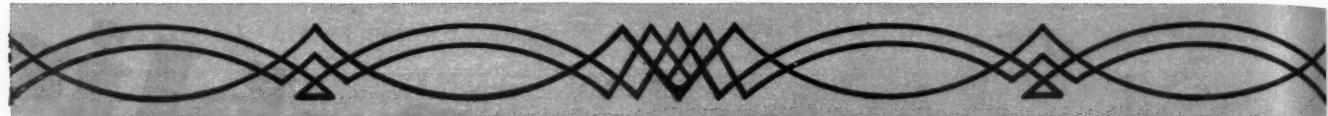
The Chrysler Franchise offers money-making possibilities not to be found in any other. Only in a Chrysler Franchise can you obtain a 4-profit line of cars; Standardized Quality; competitive discounts and values; and fair factory policies.

1500 new dealers have already grasped this opportunity to better themselves. Perhaps we desire a new connection in your section. Wire, write or phone us—NOW! You may rest assured it will be treated confidentially.

CHRYSLER SALES CORPORATION, DETROIT, MICHIGAN
CHRYSLER CORPORATION OF CANADA, LIMITED, WINDSOR, ONTARIO



CHRYSLER



This SIX-91 has attracted new dealers all over America

YES, indeed! Dealers and distributors like the Six-91 because it strikes a note that's new—embodies everything that's modern in lines, equipment, finish, performance.

They like it—and want it—because first of all the sparkling beauty—the aliveness—the spirit of this car attract the car buying public.

And that's what counts!

All 1928 Peerless models from the least expensive to the most luxurious are as colorful in

action as they are in beauty.

Such a line—at such a range of prices—holds limitless opportunity for any up-and-doing selling organization.

Backed by one of the oldest and soundest institutions engaged in automobile manufacture—and by extensive advertising in both national publications and newspapers.

The Peerless franchise is increasingly valuable—increasingly profitable. Write, wire or phone for details.

PEERLESS MOTOR CAR CORPORATION • Cleveland, Ohio

Manufacturers of the famous 90° V-type Eight-69 (\$2245 to \$2645) · the Six-91 (\$1895 and \$1995) · the Six-80 (\$1295 to \$1395) · the Six-60 (\$1195 to \$1295)
(All prices f. o. b. factory)



PEER





Specifications for the SIX-91

Bodies, Peerless built, low hung, distinctive, ultra-fashionable, far in advance of the times.

Long, sweeping front fenders, accentuate length of car.

Bumpers that conform to shape of body.

Motor mounted in rubber for added smoothness.

Unusually heavy 7-bearing crankshaft.

Nelson Bohnalite Pistons.
Ross Cam and Lever Steering.
Lockheed hydraulic 4-wheel brakes.

Beautiful new radiator design.
Wheelbase—120 inches.

A full score of other advanced points

LESS

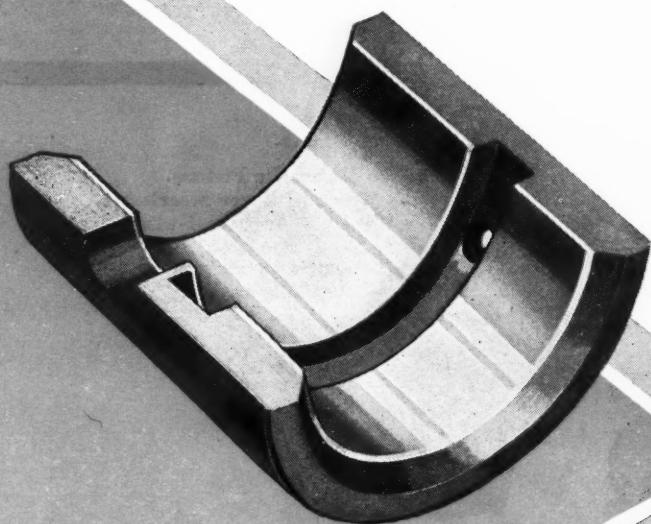


Headquarters

Always alert to advanced refinements, Bohn engineers developed the Bohn Ring True Interchangeable Bearing which today constitutes 70% of Bohn's Bearing production. Such an outstanding growth is evidence of outstanding worth.

The Bohn Ring True patented process Interchangeable Bearing is machined to precision limits. Maximum variations in essential dimensions does not exceed .00025.

BOHN ALUMINUM & BRASS CORP., DETROIT, MICH.
Also manufacturers of Nelson Bohnalite Pistons and Bohnalite Castings



When you say
**"Invar Strut"
Pistons**
 you
 mean



Special alloy
 steel Backbohns
 —the original In-
 var Steel Struts
 —are cast in, to
 control expan-
 sion and main-
 tain satisfactory
 clearances under
 all engine oper-
 ating conditions

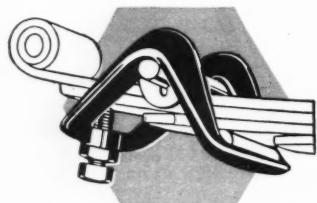
NELSON
BOHNLITE
 PISTONS

the First -
 the Foremost -
 the most widely adopted
 Invar Strut Piston
 in the World

BOHN ALUMINUM & BRASS CORPORATION, DETROIT, MICH.
Also makers of the famous Bohn Ring True Bearings

When you you SELL ride is in CONTROL

HEXDEES control spring action—through the principle of interleaf friction. They control *both* the down-thrust and the rebound. They act instantly—surely—because they are an integral part of the springs themselves. The rougher the road the greater the pressure applied. HEXDEES on your cars will give you a genuine ride to sell.



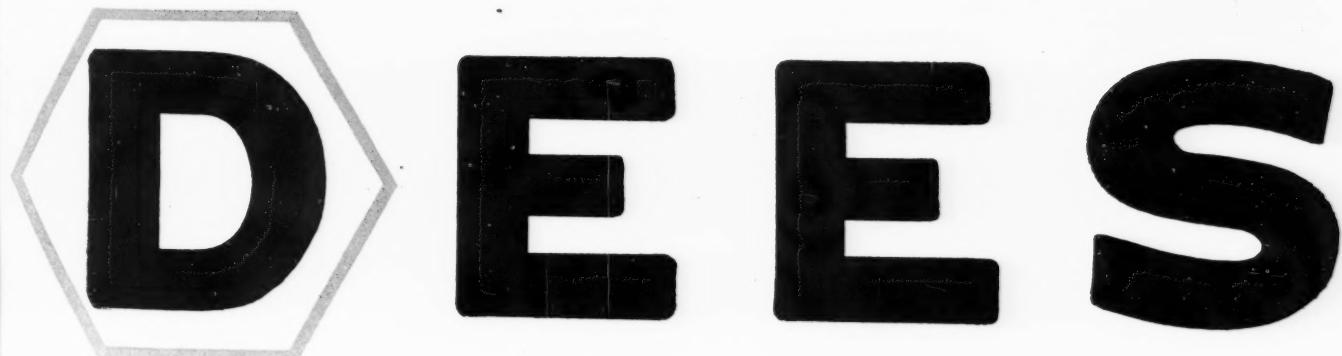
It took spring engineers to develop a method of spring control. Hundreds of thousands of cars on the road today owe their smooth riding qualities to HEXDEES. A new book entitled "The Ride You Have to Sell", which presents the HEXDEES story to motor car distributors and dealers, will be sent upon request.

DETROIT STEEL PRODUCTS COMPANY
2286 East Grand Boulevard, Detroit, Michigan
Pacific Coast Factory: Oakland, California
Canadian Factory: The B. J. Coghlin Co., Ltd.
2050 Ontario St., E. Montreal
France: Etablissements Duccellier
23 Rue Alexandre-Dumas, Paris

HEX

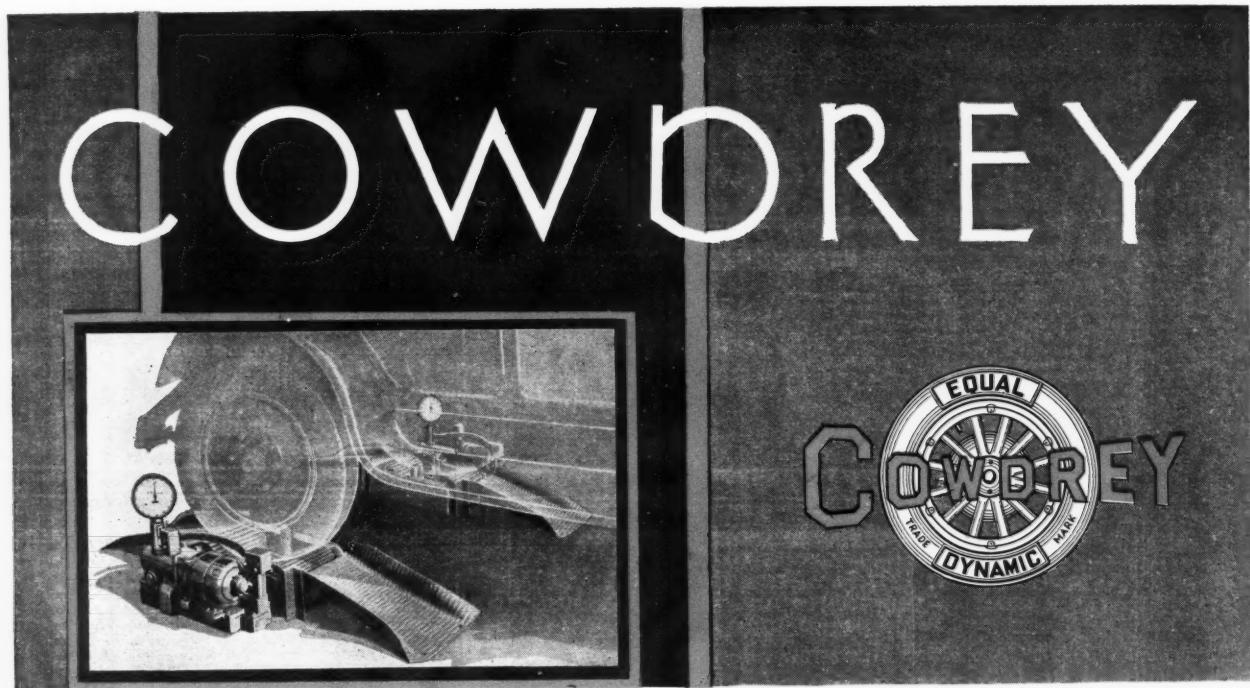
Developed by the Makers of DETROIT

sell a CAR ~ ~
a RIDE... The
the springs...
the SPRINGS and
ride. That's what

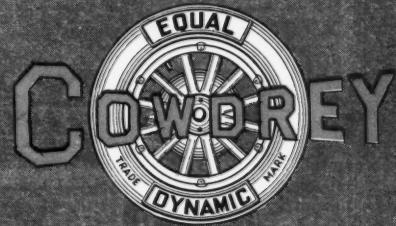
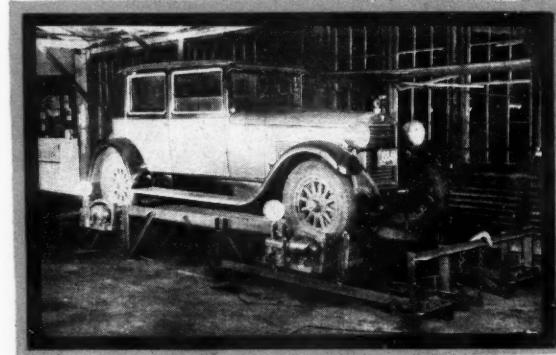


are doing.....

SPRINGS Standard on 40 Cars & Trucks



BRAKE HEADQUARTERS, Brooklyn and Long Island City. "Upon the installation of the Cowdrey Machine, we practically doubled our charges for adjustments. This automatically eliminated some of our trade, who were not willing to pay the increase, but within a month we were getting back two-fold a new trade eager to pay more for a better job."



Sold by:

Allbestos Corporation
Firestone Tire & Rubber Co.
Johns-Manville, Inc.
The Manhattan Rubber
Mfg. Co.
L. J. Miley Co.
National Railway Appliance
Co.
The Russell Mfg. Co.
Thermoid Rubber Co.
U. S. Asbestos Co.
World Bestos Corporation

The Cowdrey Dynamic Brake Tester measures brake resistance under actual road conditions. Makes brake adjustment a one man job! It finds the low wheel—detects the egg-shaped drum—predicts the stopping distance—eliminates road testing of brakes.

There are installations in 28 states and 16 foreign countries. There is a Cowdrey Brake Tester designed for your requirements, Factory or Service.

Cowdrey Brake Tester
Organization, Inc.
Fitchburg Mass.



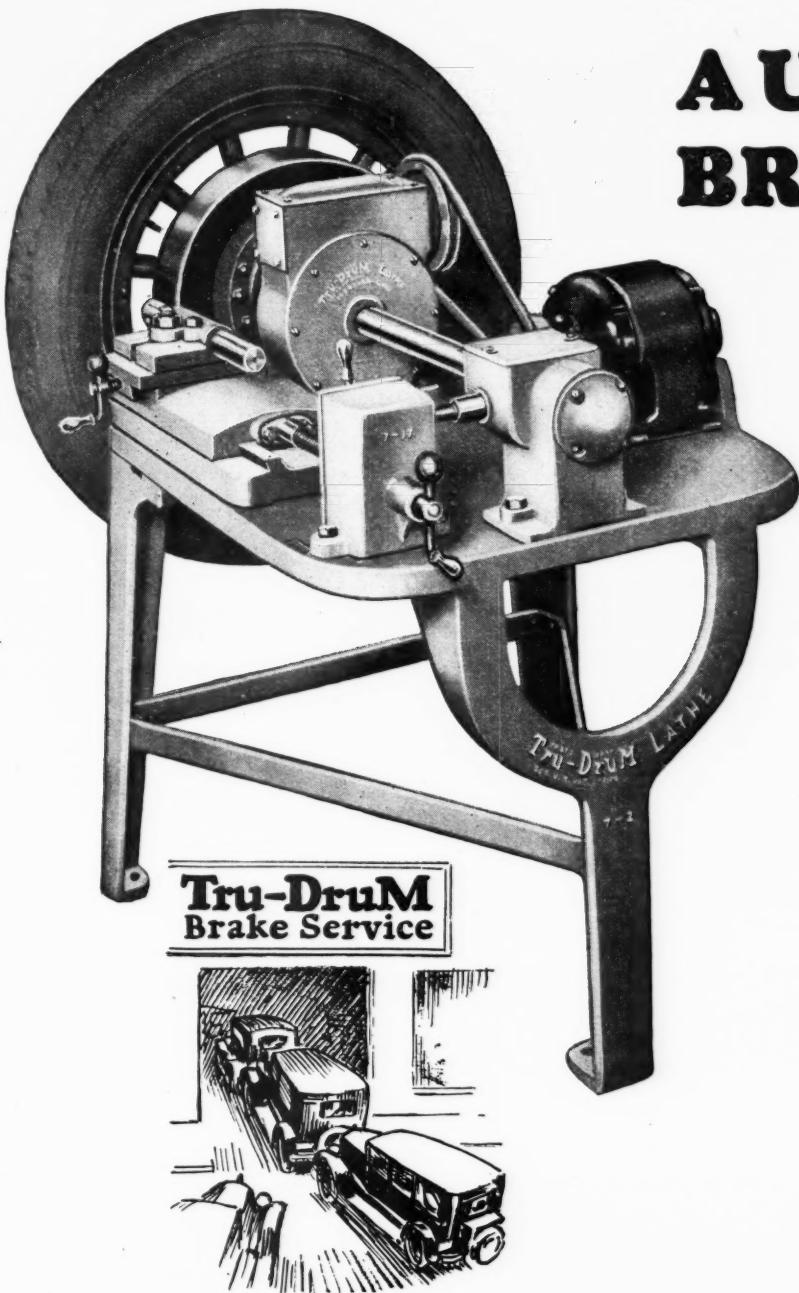
It is impossible to tell the story of Cowdrey Brake Testing Equipment in any reasonable number of advertising pages. It requires a 36 page manual that we will gladly send you, free on request.



TRADE MARK

REG. U. S. PAT. OFFICE

Tru-DruM



AUTOMATIC BRAKE DRUM LATHE

IF you operate a brake shop and have not yet investigated the remarkable profit - earning features of the new Tru-DruM Lathe, mail the coupon below, today. It will bring back to you by return mail the complete story of how your shop can be boosted into the big profit class by reducing labor and increasing production with the Tru-DruM. Prices and full descriptive information come to you at once if you mail this coupon now!

KEEP YOUR SHOP BUSY!

The difference between a dull brake business and a busy brake shop is a Tru-DruM Lathe. This remarkable machine automatically trues brake drums and removes all scores and grooves without removing drums or tires from wheels. No skilled labor required. Illustrated on this page is Assembly No. 3 for handling all standard makes of pleasure cars. Special attachment for truck work. Warehouse stocks carried at New York, Chicago and Memphis for immediate delivery to Eastern points.

Mail This TODAY!

Manufacturers' Auto Equipment Co.
995 E. Green Street, Pasadena, Cal.

Send me by return mail full descriptive and price information on all Tru-DruM Lathe Assemblies.

Name

Address

My Jobber is.....

MARMON

Now

1st in production
of straight-eights

SINCE MARMON brought the straight-eight to the lower and medium-priced fields, production figures have definitely established Marmon as the world's largest builders of straight-eights—another high point in a notable list of Marmon achievements during the first four months of 1928. These achievements include—

—the greatest production, shipments, sales and deliveries in any previous four-months' period in Marmon's twenty-six years of fine car manufacture

—products which are standing up in the hands of owners with no service requirements beyond the ordinary routine adjustments; profits not eaten up in service expense

—a 102 percent increase in Marmon's dealer organization

—the addition of twenty-eight new distributors in important major markets

—the most enthusiastic owner acceptance in Marmon's history

—a dealer and distributor prosperity such as only good, salable products backed by fair and generous policies could make possible.

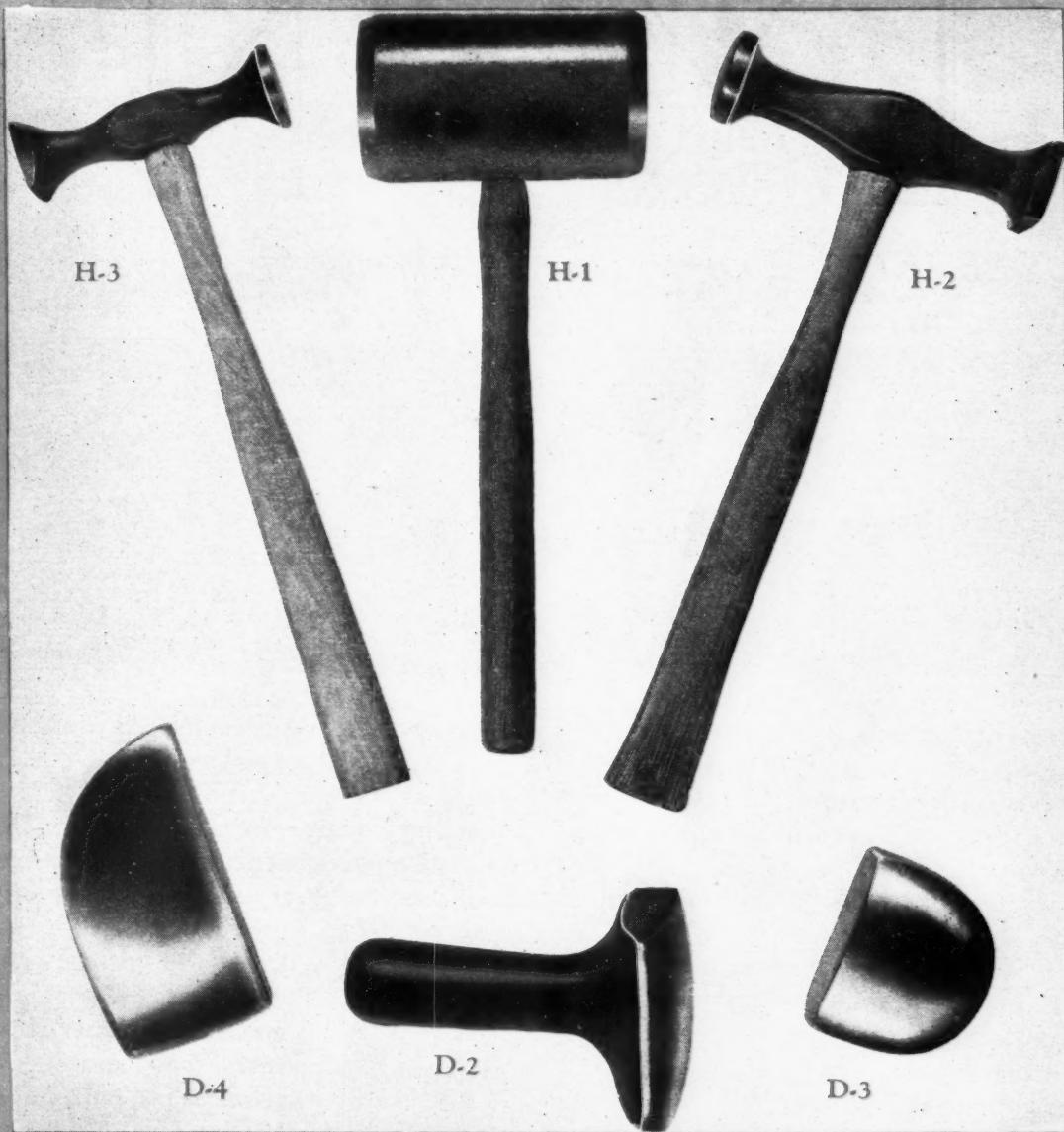


The New Marmon "68"—\$1395
The New Marmon "78"—\$1895
Prices f.o.b. Factory

Dealers who are interested in bettering their money-making possibilities will be interested in the Marmon Dealer Proposition and Sales Plan—the fastest growing franchise in the industry today. All inquiries addressed to H.H. Brooks, Director of Sales, will be held strictly confidential.

MARMON MOTOR CAR COMPANY • INDIANAPOLIS

■ ■ ■ ■ ■ M A R M O N ' S G R E A T E S T Y E A R ■ ■ ■ ■ ■



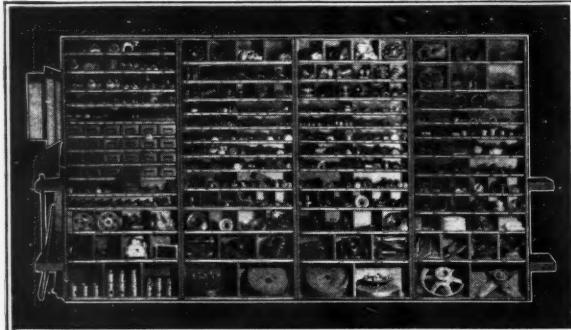
The New Hammett Fender Set \$8⁵⁰ No. 6.

The Garageman's Set—embodying the ideas of the most experienced fender repair men—consists of: 3 steel dollies (D-4, D-2, D-3), 1 tempered steel finishing hammer (H-3), 1 super quality bronze bumping hammer (H-2), 1 fiber mallet (H-1). At \$8.50 this is the biggest repair set value on the market. Increase your repair business! Order through your jobber today.

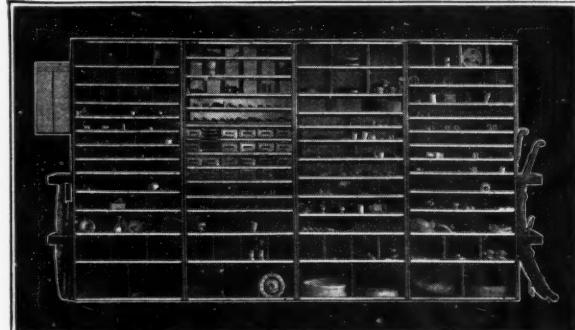
HAMMETT MANUFACTURING CO. 13th AND OAK STREETS, KANSAS CITY, MISSOURI

LYON

STUDEBAKER Think of storing \$2,500 worth of Studebaker parts on 12 square feet of floor space. That is what this 4-unit system for Nash cars you. Other systems up to \$30,000 capacity. Gasket boards with all systems.



NASH On this 4-unit system for Nash cars you can store up to \$3,000 worth of parts. Two pair of end irons, two parts index boards and two gasket boards add to its convenience. Other systems for \$500 to \$30,000 stocks.

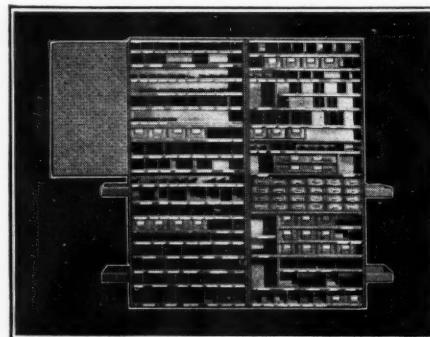


Show your prospects you are equipped to service the car you sell. It will pay you. The nearer to perfection that cars get, the more particular owners are about service. Any owner will be impressed with the compactness, the order, the convenience of your service department if your parts are stored in Lyon Steel Storage Equipment.

A Lyon System also will reduce your cost of doing business. It stores a greater variety of parts on less floor space. It cuts waste of time and

makes stock keeping easier. Furthermore, a Lyon System does not wear out. You can move it about, too, without harm.

For every dealer there is a Lyon System designed especially for the make and number of cars he services. Your automotive jobber can discuss capacities and prices with you. Write us, giving the make and number of cars you service, and we will send you a bulletin on how to store your stock for the least cost. Lyon Metallic Manufacturing Company, Aurora, Ill.



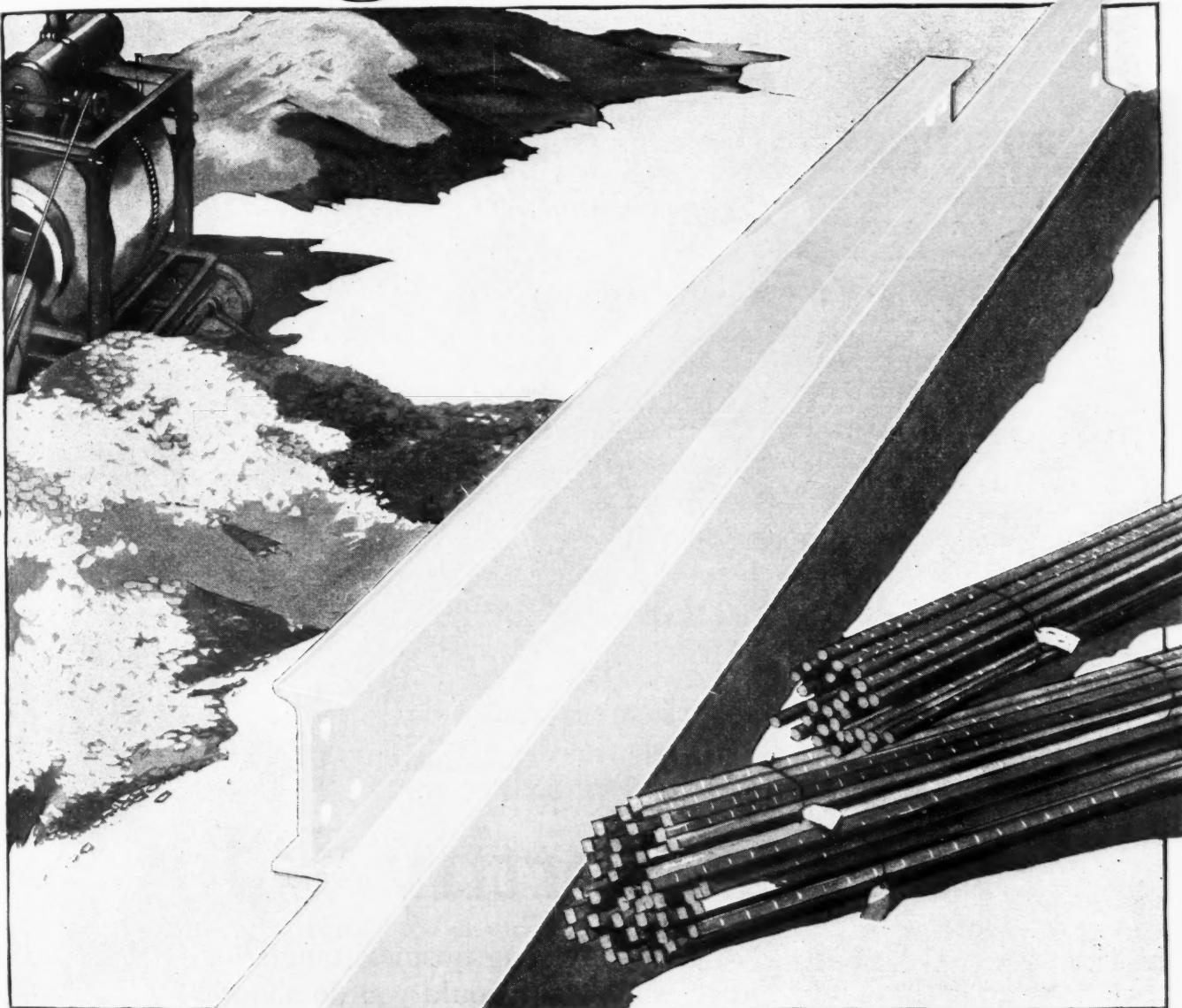
FORD This Lyon System for Ford Model A will store a \$1600 stock of parts. Everything handy. Nothing to wear out. Total openings, 762—the most for the money and on least floor space. Other systems for \$800 and \$2,400 stocks. Gasket boards with all systems.

STEEL STORAGE EQUIPMENT



Steel Shelving . . . Lockers . . . Cabinets . . . Counters . . . Steelart Folding Tables and Chairs. General Steel Storage Equipment and Steel Furniture. The Lyon name and trade mark attest the strength, finish, usefulness and durability of Lyon Steel Products

Letting Our Belt Out



MORE than doubling Carter plant area, as we have just done, could hardly be to double the output. For previously we were already making more than a third—*nearer a half!*—of all equipment carbureters.

It must be that much of our enlargement is for even better carbureters, rather than even more. The fine laboratory is improved. The characteristic individual final test of each finished instrument is being done with the most complete and modern means for the purpose—especially developed. Delivery insurance is strengthened. Handling of trade requirements is perfected. And all our people are more comfortable.

CARTER CARBURETOR CORPORATION, ST. LOUIS
DIVISION OF AMERICAN CAR AND FOUNDRY COMPANY

CARBURETER

T. M. REG



A Trustworthy Pilot

If you inherited a meat-packing business tomorrow—an entirely new line to you—what would you do about it?

Presumably, and naturally, you would hire an experienced pilot, an expert—a man or an organization—that would keep you off the shoals and in safe waters, thru channels of successful production and distribution.

Intimate knowledge of any industry or trade—how to manufacture and distribute successfully and economically—does not come from institutions of learning, or books, but from the same character of experience and hard knocks that were your portion in mastering the automotive business.

Can an ever so clever novice be of material assistance to you in building more successful distribution?

Come to Automotive Headquarters

Within our organization are men who have had years of successful contact with the industry and its merchandising phases—men who have enjoyed the full confidence of manufacturers whose sales policies have carried them forward to positions of high success.

Our experience, backed by unusual facilities for practical market analyses, industrial and trade research, seasoned counsel and sincere cooperation to the end of increased volume, with correspondingly increased profits, is at the instant disposal of automotive manufacturers and advertising agencies.

We do not know the meat-packing, the condensed milk or the breakfast food business. But we do know merchandising values in the automotive business—and can prove it!

We are cooperating successfully with scores—yes hundreds of manufacturers in our own industry, and if given an opportunity to "sit-in" with you we can, and will, render a character of service that may prove a revelation.

We know the industry. We know the trade. We know the distributors and dealers—and how to interest them in your product.

CHILTON CLASS JOURNAL COMPANY

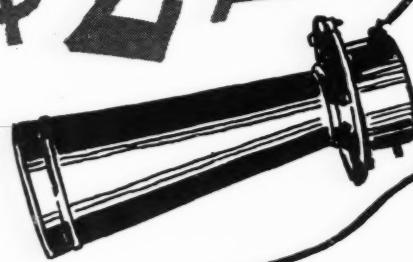
Publishers of Automotive Business Papers
Chestnut and 56th Streets, Philadelphia

AUTOMOBILE TRADE JOURNAL
MOTOR AGE
AUTOMOTIVE INDUSTRIES
AUTOMOTIVE INDUSTRIAL RED BOOK

MOTOR WORLD WHOLESALE
CHILTON CATALOG AND DIRECTORY
COMMERCIAL CAR JOURNAL
OPERATION & MAINTENANCE

 *The wheel with a million horns.* 

\$200



\$20-0-0

or

**What good is it
if not Sounded
in Time?**



The Sentry Horn Control makes the horn on every car a *real* factor in preventing accidents. Modern traffic congestion is daily increasing the need for this safe driving device. It enables the driver to sound his horn from any position of the wheel as quickly and instinctively as he turns the wheel. Placed right under his thumb. It permits perfect freedom of the hands for all driving operations, yet as long as one hand is on the wheel the horn can be sounded with one finger no matter what else the driver's doing.

23,000,000 cars have been registered this year. Sentry offers this market a device that has no competition. It's an opportunity to replace old line accessories that are now standard equipment with an item that is just starting to go big. It is priced to sell and it does! Ask your jobber or car distributor for our interesting trade proposition, or write us direct.

\$3.75

Willey-Noyes Mfg. Company
284 Somerville Ave.

Somerville, Mass.

SENTRY
HORN CONTROL

May 17, 1928

**PISTONS
FITTED WITH PINS**

Arrow Head standards are the same for both equipment and replacement. The motor's reputation in the field must be carefully maintained.

ARROW HEAD STEEL PRODUCTS COMPANY
Buffalo Minneapolis, Minnesota Chicago
Axe and Drive Shafts

Do you know about
HOUDAILLE
Hydraulic Double Acting
SHOCK ABSORBERS

Write
Houde Engineering Corp.
539 E. Delavan Ave.
Buffalo, N. Y.

illerlite
the
"WIG-WAG"
stoplight

A wigwag red light is the universal danger signal. Here is a positive warning stop light, with positive profits. Write today for complete information.

**The
ILER ELECTRICAL MFG. CO.**
5103 Lakeside Avenue, Cleveland, Ohio

New Lower Prices!

Rewinding Chevrolet armatures, \$2.00. No charge for new commutators. Rewinding or exchanging any two unit type of automobile generator or starter armature, \$2.50. Any type of Ford armature \$1.50. Special prices on Ford armatures in quantities. H. M. Fredericks Co., Lock Haven, Pa.

FREDERICKS
Lyknu Rewinds

free
write for
your copy

**The Book
"AIR PROFITS"**
Shows how to get
more work out of
an air compressor.
How to use com-
pressed air for
many pay jobs.

BRUNNER MFG. CO.
UTICA NEW YORK

BRUNNER
AIR COMPRESSORS

ROCKBRIDGE MOTOR COMPANY, of
Lexington, Va., says:
"WATSON STABILATORS HAVE TURNED
OUR ACCESSORY DEPARTMENT INTO A REAL
MONEY-MAKING DEPARTMENT."
HOW ABOUT YOU!!!

JOHN WARREN WATSON CO., PHILADELPHIA, PA.

SAFETY DEMANDS SHALER VULCANIZED TIRE REPAIRS
Put the
SHALER
REG. U. S. PAT. OFF.
Display Container in a prominent
place — your jobber
can supply
you

**The
SUPERIOR REBOUND CONTROL**
adds riding comfort to the car and greatly
prolongs its life.
See our Full Page Advertisement in the
February 16th Issue.

SUPERIOR REBOUND CONTROL, Inc.
2905 60th Street
Kenosha, Wis.

There are Profit Making Ideas in Every Issue of **MOTOR AGE**

Many subscribers of MOTOR AGE, who realize the value of its contents each week, route every issue regularly through their places of business to all departments.

As a means of business-building this is a profitable habit to encourage, both for the benefit of the organization and its individual members. It is always best to read MOTOR AGE every week.

MOTOR AGE
CHESTNUT and 56th STS.

PHILADELPHIA, PA.

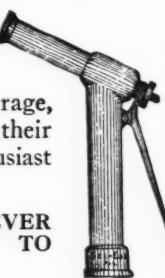
Automatic Water Gun

Every Hose Owner is a Prospect. Garage, Car Laundry, Motorists who wash their own cars and even the Garden Enthusiast is a prospect.

PRESSURE OF HAND AGAINST LEVER CONTROLS FLOW FROM SPRAY TO FULL STREAM

Gun will pay for itself in short time in the saving of water.

*Send \$2.00 for sample and Dealer Proposition.
Dept. M., H & S Mfg. Co., Monongahela, Pa.*



clean
with

IT is easy to clean out clogged radiators. But the material and method to be used depends much upon the amount of water hardness in your locality. For a thorough job that will restore full circulation, have the Oakite Service Man call and make recommendations.

Oakite materials will do any cleaning job you have, thoroughly and at low cost. Write for booklet.

Manufactured only by
OAKITE PRODUCTS, INC.
18E Thames Street
New York, N. Y.

OAKITE
TRADE MARK REG. U. S. PAT. OFF.
Industrial Cleaning Materials and Methods

FOLLETT'S NEW MODEL TIME STAMP

accounts for every labor minute



Prints the year, month, day, hour, minute, A.M. or P.M. at the exact moment the plunger is pressed—like this, for example:

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Tells when a job is started—and when it is finished. There can be no dispute over the time charge.

Absolutely automatic — except for winding. Every machine guaranteed.

Follett Time Recording Co., 217 High Street, Newark, N.J.
"Established Since 1904"

CARPO STEERING WHEEL COVERS

Keep Steering Wheels Clean
While Car is Being Serviced

CARPO COVER COMPANY
845 Eighth Ave., New York City

R.I.V. Means Quality
in Every Language



250 West 57th Street

New York City

S WAP a postage stamp for thousands of dollars worth of real facts on Car Washing. Send for your free copy of the hand book.

FREE

MANLEY MFG. CO.
York, Pa., U. S. A.

Weidenhoff

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BATTERY and ELECTRICAL SERVICE

Test Benches • Rectifiers • Constant Potential Battery Chargers • Lathes
Battery Testers • Mic Undercutters • Growlers
4358 Roosevelt Road Chicago, Illinois

STANDITALL AUTO RADIATOR

Damageproof against repeated boilings and freezings. Built to last the full life of the car. Complete radiators for Fords, Chevrolets, Dodges and Maxwells. Cores for all cars and TRUCKS. If not at your jobber's, write direct.

J. C. Black Mfg. Co., Inc., Oil City, Pa.

HUTTO
MODEL "A" THREE
CYLINDER GRINDER

HUTTO ENGINEERING CO., INC.
519 Lygate Ave. — Detroit, Mich.

\$33

MORE LIGHT FROM YOUR HEADLAMPS

Let us electro silver plate and burnish your reflectors. Send them to us with \$1.00 for each headlamp reflector (spotlamp 50c) and we will replate and return them to you postpaid. 24-hour service. Guaranteed 1 year.
AUTO LAMP REPAIR CO. 1249 Michigan Ave., Chicago, Ill.

CLASSIFIED ADVERTISEMENTS AND BUSINESS OPPORTUNITIES

CLASSIFIED ADVERTISEMENTS
IN "MOTOR AGE" ALWAYS BRING
RESULTS.

MECHANIC wants to drive race car this summer. Can furnish reference. What have you to offer? Taylor Asher, Winfield, Iowa.

FOR SALE—Patent Carburetor for increasing mileage. F. Crone, 281 W. Ferry St., Buffalo, N. Y.

INDEX TO THE ADVERTISEMENTS

The Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

A

Albertson & Co...3rd Cover	Lyon Metallic Mfg. Co.	60
Ames Co., B. C.	66	
Arrow Head Steel Products	65	
Auto Lamp Repair Co.	66	

B

Black Mfg. Co.	66	
Bohn Aluminum & Brass Corp.	52, 53	
Brunner Mfg. Co.	65	
Budd Wheel Co.	8	
Buick Motor Car Co., Back Cover		

C

Cadillac Motor Car Co.	47	
Carpo Cover Co.	66	
Carter Carburetor Corp.	61	
Central Commercial Co.	68	
Chilton Class Journal Co.	62, 63	
Chrysler Sales Corp...	49	
Classified Advertisements	66	
Cowdrey Brake Tester Organization	56	
Detroit Steel Products Co.	54, 55	

E

Evr-Klean Seat Pad Co.	1	
-----------------------------	---	--

F

Follett Time Recording Co.	66	
Fredericks Co., H. M.	65	

H

H. & S. Mfg. Co.	66	
Hammett Mfg. Co.	59	
Houde Engineering Corp.	65	
Hutto Engineering Co.	66	

I

Iler Electrical Mfg Co.	65	
Imperial Brass Mfg. Co.	67	

L

Lyon Metallic Mfg. Co.	60	
-----------------------------	----	--

Manufacturers Auto Equipment Co.	57	
---------------------------------------	----	--

M

Manley Mfg. Co.	66	
----------------------	----	--

Marmon Motor Car Co.	58	
---------------------------	----	--

N

Nash Motors Co.	6	
----------------------	---	--

New Departure Mfg. Co.	7	
-----------------------------	---	--

O

Oakland Motor Car Co.	2	
----------------------------	---	--

Oakite Products, Inc...	66	
------------------------------	----	--

P

Peerless Motor Car Corp.	50, 51	
-------------------------------	--------	--

Prest-O-Lite Storage Battery Sales Corp.	4	
---	---	--

Protexall Co.	3	
--------------------	---	--

Protex-A-Motor Mfg. Co.	3	
------------------------------	---	--

R

R.I.V. Co.	66	
-----------------	----	--

S

Shaler Co., C. A....	65	
----------------------	----	--

Sharp Automotive Specialties Corp.	3	
---	---	--

Studebaker Corp. of America	5	
----------------------------------	---	--

Stutz Motor Car Corp. of America....Front Cover		
---	--	--

Superior Rebound Control Co.	65	
-----------------------------------	----	--

W

Watson Co., John Warren	65	
------------------------------	----	--

Weidenhoff, Joseph ...	66	
------------------------	----	--

Willey-Noyes Mfg. Co.	64	
----------------------------	----	--

Imperial Spring Oiler and Motor Cleaner



Build up your business by oiling springs by the high-pressure spraying process. This new equipment does the work quickly and efficiently. Just fill the tank with oil and attach to air line. The long nozzle reaches hard-to-get-at places. Can also be used with kerosene. \$35 for cleaning motors and machinery. Each.

Imperial Oxy-Acetylene Welding Equipment

The Imperial "All-Purpose" Outfit does Welding, Carbon Burning, Lead Burning, Radiator Repairing, Brazing and Pre-heating. Specially designed for garage and repair shop work. Easy to operate. Packed in a strong steel carrying case. Each. \$67.50

THE IMPERIAL BRASS MFG. CO.

1217 W. Harrison Street, Chicago, Illinois

Read It!

- 1 for fresh news
- 2 for new selling plans
- 3 for merchandising ideas
- 4 for hints on buying
- 5 for better servicing
- 6 for lower overhead
- 7 for increased profits

*It will pay every dealer
to read every issue of*

MOTOR AGE



TRANSMISSION
AND
DIFFERENTIAL

STASO

LUBRICANT

When it's 90° in the Shade—

What Is the Temperature in Gear Housings?

What does it matter . . . if your customers have their transmissions and differentials filled with STASO, The All-Weather Transmission and Differential Lubricant!

Other lubricants may burn out and leave their gears running in constant friction when the motor spins up to 60 m. p. h. under a boiling sun—but not STASO!

Let 'em boil! Let them turn their cars loose at any speed they please in any degree of temperature, from zero past the boiling point. STASO will stay with them and do a job of *super-lubrication*—because STASO is the *Original All-Weather Transmission and Differential Lubricant*—it's got the stuff to stand the gaff!

*See your local Independent Oil Jobber
or write us direct for full information.*

Keystone Oil & Manufacturing Division
Central Commercial Company
332 South Michigan Ave.
Chicago

FLEXIBLE SHAFT AND ATTACHMENTS



No. 1230 PORTABLE TYPE, with 1-4 H.P. A.C. motor and universal joint, 6-in. grinding wheel attached to motor with guard and tool rest. Net price, complete \$118.50

Patented
January 15, 1924



No. 1220 PORTABLE TYPE with 1-2 h.p.
A.C. or D.C. motor. Net price, complete with attachments \$128.00

A Modern Speed Tool that meets Modern Needs!

THESE special Sioux Flexible Shaft Outfits for Garages, Repair Shops, Service Stations, etc., save time and labor on many jobs... cleaning off carbon, valve-lapping, drilling, grinding, polishing, smoothing welds, etc. Brings the tool to the work, easy to work with. Built for long, hard service. Roller bearings on shaft—an exclusive Sioux feature—prevent friction and wear. Full power is delivered at the tool with shaft in any position. Remember, time saved means extra profit—especially with the prevailing system of flat rate charges.

Your Jobber Sells It

ALBERTSON & CO.
Sioux City, Iowa, U.S.A.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

The Public has *confidence* in Buick

Throughout the world, the motor-car-buying public places unqualified trust in Buick quality and in Buick value.

Buick, in return, has kept faith with its public by always building a fine, dependable automobile—a car which offers fashionable beauty—luxurious comfort—and every proved mechanical advancement.

As a result, Buick continues to outsell—almost two-to-one—any other car, or combination of cars produced by a single manufacturer, except in the lowest price class.

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Division of General Motors Corporation

*Those who desire the Buick Franchise
should have their names on file*

BUICK

